the NORTHWESTERN MILLER

THE INTERNATIONAL MAGAZINE
FOR THE GRAIN, MILLING
AND BAKING INDUSTRIES

INSIDE YOU'LL FIND . . .

A Study of Excess Capacity In Flour Milling (Part I)

•

Wheat Flour Exports for the Calendar Year 1960

MILLING TECHNOLOGY FEATURES

The J. George Kehr Story

•

Flour Mill Fumigation

•

Lyle Mertz 'Changes Hats'

a miller publication • business journalists since 1873

Volume 265 MARCH 6, 1961 Number 5

Increase your Whole Wheat sales with

Stone Ground

on your wrapper!

Write for details on Stone Ground band wrappers, end seals or bags for your shop.

TAKE ADVANTAGE, too, of International's Stone Ground promotional kit to help introduce and feature Stone Ground products in your shop. This kit includes streamers, shelf-talkers, sample bread wrappers, consumer inserts, lapel cards, news ad proofs and merchandising suggestions. Ask for your kit when you order International's Stone Ground Whole Wheat Flour!

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International
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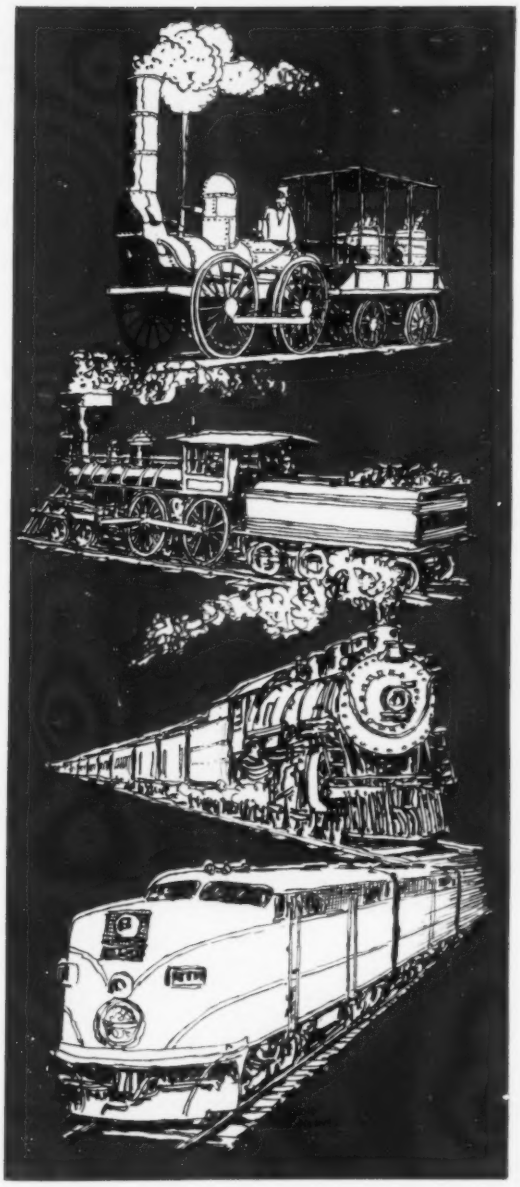
"Bakery Proved" ®



TRANSPORTATION REVOLUTION

The steam locomotive was a key factor in the growth and greatness of this country.

It opened our widespread areas to agriculture and industrial development and steel rails, today, stretch into every corner of this vast nation.

Naturally, as traffic increased, loads got bigger and grades steeper, great improvements were made in both design and operation of the locomotive until, today, steam has been replaced by either diesel or electric power on practically all major railroads.

This has been part of an industrial revolution and changes have been felt in every industry.

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SCHINDLER

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SWISS SILK

OCRIM

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Therefore, to plan a mill means
To look for the best in
Economy, rationality, and
Functionality

The modern mill is conceived
In the technical department.
The way in which its technicians
Work together as a team must
Be like the smooth, harmonious
Running of a precision time-piece

OCRIM
has them all:

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- **Machine and plant designers**
- **Specialists in mechanical and pneumatic conveying**
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These are the men that form the mainspring of a complete, perfectly functioning technical department.

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American Representative: INDUSTRIAL OVERSEAS TECHNICAL CORP., 120 Wall Street, New York 5, N. Y.

the NORTHWESTERN MILLER

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COVER PICTURE—

The lady with the Jackie Kennedy hair-do is wearing a pretty dress—made from flour bags. And so is her daughter. And there's the makings of another dress from the flour bag in the cart. And she has enriched bread and cookies—a perfect picture, indeed, from the National Cotton Council, Memphis, Tenn.

RISING PROFITS with Entoleter® Centrifugal Machines

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WITH ENTOLETER CENTRIFUGAL MACHINES!
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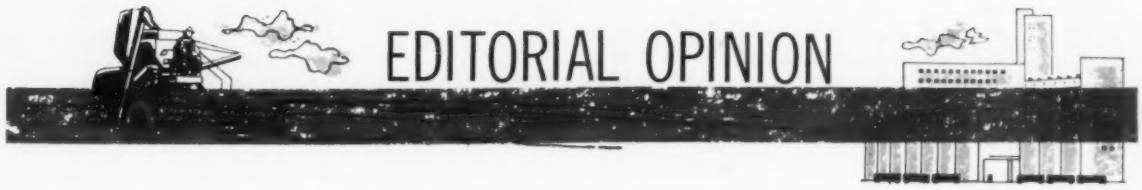
To achieve fine grinds with maximum economy in cost and floor space, the *Entoleter Impact Mill* is doing the job better and freeing valuable roller-mill surface for increased mill production.

Write for information on infestation control for pressure systems and the new bulletin on Impact Milling for fine flour grinding.



Cereal Chemists Promote and Sell

IN TRUE COWBOY STYLE, some swashbuckling cereal chemists from the Lone Star south forty are readying their lariats to corral some of their staid technological friends from other states of the Union next month.

With a show of salesmanship and a promotional ability that might get some of them moved out of their labs and into the mill sales force one of these days, the members of the Lone Star section are determined to let their fellow technologists in the American Association of Cereal Chemists know what has been prepared for them at the 46th annual meeting to be held in Dallas April 9-13.

And their publicity package makes it crystal clear they don't mean Dallas, Maine, with a population of 46, or Dallas, Iowa, bigger still with 421 souls, or any of the other round dozen Dallases scattered across the length and breadth of the U.S., but DALLAS, TEXAS.

Their perceptive promotion gives the technical program, covering the gamut of the cereal chemistry business, the excitement of a rodeo. At last count, there were 73 papers, all of high technical excellence, set for delivery and together they add up to the maintenance of quality in the many products which AACC members handle in the course of their duties.

General chairman of the conference is Byron S. Miller, Kansas State University, with Hugh J. Fetty, American Foods, Inc., as general chairman of the local arrangements committee. About 15 allied firms will exhibit their wares at the trade show, always a useful adjunct to the technical proceedings.

AACC president, Dr. John A. Johnson, K-State, will address the meeting on "The Growth of Cereal Chemistry as a Profession." Dr. Johnson's views on the subject, as a cereal chemist and as an educator, will be of profound interest to the flour milling industry.

Another highlight will be the address of Dr. Majel MacMasters, Osborne Medal winner, and her paper will be devoted to "Implications of Kernel Structure." This is a subject on which she is recognized as a world authority.

There is an additional reason for those interested in the food business—not merely cereal chemistry—to go to Dallas. As an epilogue on April 13-14, there will be a Civil Defense Training Course for the food industry, the first-ever in the U.S. Generically entitled "Ten Steps for Survival," the information to be given will be helpful not only in time of war, which could be avoided, but in time of natural disaster, which cannot be avoided.

Civil Defense officials and specialists from the U.S. Food and Drug Administration will talk about the vulnerability of food plants to atomic, biological and chemical attack; protection and recovery from fallout; the possibility of sabotage in food plants and the protection and recovery from such acts; the use and care of radiation instruments and the need for civil defense in the food industry. The whole will be backed by the solving of theoretical problems created by chemical, biological and atomic attack.

AACC is providing a valuable service for the food industry in associating itself with this important course.

Officials Miller and Fetty have asked members—and non-members—to return their advance registration cards as soon as possible, cautioning at the same time—DO NOT SEND ANY MONEY. This, on the face of it, looks like true Texas hospitality but we have a feeling that there will be some cowpokes from the Lone Star south forty ready to hit the passengers for dough when the first stage down the Dallas-Fort Worth Turnpike hits the Baker Hotel April 9.

It will be money well spent—well invested in technological advancement. «

The Dangers of Buying Communist Milling Machinery

THE COMMUNIST SATELLITE COUNTRIES, notably Hungary and Czechoslovakia, are casting envious eyes at the world market for flour milling machinery. There appears to be no letup in the desire of countries overseas, as they emerge from their economic cocoons, to own and operate flour mills. North American millers, allergic to the loss of the export trade, are finding it advantageous to participate in some of these projects.

The Communist sales campaign, handled by highly reputable and skilful entrepreneurs living in the areas where the demand appears to be greatest, have reached out into the Middle East and Far East, into Africa and into Central and South America.

The Communist mill builders would like to sell in the U.S. and Canada if the legal blocks could be lifted. All they ask is a toehold. Some North American milling technologists, noting that the price of Communist machinery is in the region of 75% of the price asked by the existing U.S. and Western European suppliers, feel that the competition would be a useful bargaining factor for the flour milling industry.

They say: "We would welcome any competition that will bring the price of modernization and rehabilitation of our plants to lower levels, and enable us to build new mills more cheaply." They are not alone among businessmen in nurturing this thinking.

But it is an economic maxim, regularly practiced by the homemaker in the supermarket, that the cheapest article is not necessarily the best.

A survey of people who have had experience of Communist machinery pinpoints some built-in dangers and some disadvantages that do not wholly offset the admittedly cheaper prices asked. Competition is useful, provided it be good competition, quality wise.

The survey shows that the Communist machinery is imitative of European machinery of similar types, with one major difference. Says one technologist: "The machines

EDITORIAL OPINION

look good, but they are at least 10 to 15 years behind the times."

Imitations always trail the originals and it appears that anyone investing in Communist-built machinery is not getting the advantage of the experience gained by U.S. and Western European manufacturers in the past few years.

There is other evidence of Communist affinity for imitation. At the end of World War II, when the Russians swept into Europe, among their prizes was the factory of MIAG located at Leipzig, Germany. They carried off machinery, tools and specifications and it has since been remarked by a couple of recent visitors to Russia that the machinery in the mills there is reminiscent of machinery once produced by MIAG. And the difference between MIAG machinery then and today is known to every technologist for that firm does not stand still. And neither do the other European firms whose machines have been copied by the Communists.

Another observer, after examining the machines closely, assesses their life tenure at 10 years. And with the vast investment required to outfit a mill today, the life of a decade is certainly not good economics, unless the miller is a believer in the economics of Detroit.

In addition, experience shows that these machines require considerably more maintenance than do the machines produced by the firms currently supplying the North American market. And that means lost production as well as expense.

Another miller commented: "If top class equipment, costing more money, can give only 1% more extraction, I can pay off that extra cost almost overnight."

Those are some of the reasons why U.S. and European machines carry higher price tags than their Communist counterparts. But there are others, equally important.

Into the price goes something for the work of development and research which the machinery firms have undertaken in the past few years to the lasting benefit of the flour milling industry. That work is still going on. And new discoveries, new techniques are passed on to the millers by the staffs of technicians, living and working in the markets they are selling, whose job it is to see that the machines they have supplied run at the maximum of capacity and performance. That is service and the cost of it has to be reckoned into the engineer's cost card. That's economic sense.

Moreover, the engineering firms maintain stocks of spare parts available at a moment's notice to avoid loss of production.

Buyers of Communist machinery have found the suppliers sadly lacking in these services. In countries where there are no barriers to the admittance of Communist machinery, business has been, at best, a flash in the pan. Sad experience probably accounts for a lack of expansion.

Provision of service and spare parts is an integral and important part of the work of the milling engineering firms. There is no evidence, from our survey, that the Communist milling engineering firms can match their U.S. and European counterparts in this respect.

Let the Communists get a toehold in North America and soon the suppliers of bags, scales, hoppers and fork trucks will be knocking at the door. That they might eat into the fringe of the business currently enjoyed by North American manufacturers and suppliers is not the major point; the danger is that the loss of quality and loss of service from U.S. and Canadian based firms would impair the efficiency of the industry.

The cheapest, as the housewife says, is not always the cheapest in the long run. «

Government vs. Private Grain Storage

DR. RICHARD T. COTTON, distinguished expert on sanitation, author, consultant and a former member of the Association of Operative Millers' sanitation committee received recently a couple of letters from observant readers. The least controversial of men, he made a statement, unintentionally, that was highly controversial in the field of grain storage.

His article on wheat storage in the government's mothball fleet, in its final paragraph, left the reader with the impression that storage costs for wheat in government ships are lower than for comparable storage in commercial facilities. The paragraph was based on a government report and should have been followed by considerable and considered editorial qualification.

For instance, as Dr. Cotton now wishes to point out, "The U.S. Department of Agriculture paid no rental for the storage space in the ships since they were the property of the government. Hence no comparison of costs between the two types of storage could be made and none was intended."

As the preamble to the story indicated, USDA policy is to utilize commercial storage facilities to store government-owned grain wherever possible.

Ship storage is emergency storage and should be treated accordingly. No matter what profit figures the government officials like to show, they are phantasmagoric to say the least.

For instance, the government cost report shows that it took into account make ready costs. But there is no mention of the cost of putting the ships back into shape from their grain storage role when they are re-commissioned. It is doubtful, too, whether the charges for depreciation were adequate. Or even for general overhead and other charges which arise in a storage operation.

The government makes no allowance for risk and it certainly does not concern itself with making a profit. And it does not have to pay taxes, and that is a loss to the government coffers, stemming from the usurpation of the rights of commercial enterprise if it uses storage facilities in ships other than when emergency conditions demand. The commercial storage industry pays heavy property taxes and income taxes in the performance of its rightful role in the economy. Lost taxes must be set off against the paper profits recorded by the government.

It is from experience that the private storage industry is able to say, in commenting on the over-all operation, that wheat can never be stored for long periods of time without some sort of downgrading in quality, if not by numerical grade. Storage of wheat for lengthy periods increases its acidity and that has been a bone of contention among foreign importers in the past.

The industry, in storing wheat, replaces grain with like kind and this keeps stocks fresh and gets into consumption grain that should be consumed and not stored. The government, on the evidence, did not perform this valuable service in the mothball operation.

There can be no comparison between the two types of storage—government and private enterprise—from the points of view of efficiency and cost. «

INDUSTRY RECORD . . .
An account of Trade Affairs and Events

United States:

Sales of Merck & Co., Inc., and consolidated subsidiaries edged to record high in 1960, but earnings declined for first time since 1954. Net sales, reports **John T. Connor**, president, were $218,100,000 in 1960 compared with $216,900,000 in 1959. Estimated net income after taxes was $27,800,000 in 1960, equal to $2.57 a share of common stock outstanding, compared with $30 million, or $2.79 a share in 1959. Net income for 1959 included $774,000 resulting from favorable settlement of a tax claim applicable to prior years.

●

Grain Trade Council Names Officers

Elected to another term as chairman of the National Grain Trade Council was **Donald E. Fraser**, Cereal Grading Co., Minneapolis. **George Sparks**, Sparks-Waters-Farnen, Inc., St. Louis, who represents the St. Louis Merchants Exchange on the council, was named vice chairman. **William F. Brooks** who headquarters in Washington was re-elected president. Named to membership of the executive committee were **Raymond S. Barnes**, Tidewater Grain Co., Philadelphia; **Ivan Brown**, Stockton (Cal.) Grain Exchange; **William W. Dewey**, Peoria Board of Trade; **Carl C. Farrington**, Archer-Daniels-Midland, Minneapolis, and **A. Price Feuquay**, Feuquay Elevator Co., Enid, Okla.

●

Pfizer's Sales, Earnings At Record Levels

World-wide sales of Chas. Pfizer & Co., Inc., increased 6% in 1960, reaching a new high of $269,376,092 against $253,672,721 the previous year. The 1960 volume represented an increase for the 11th consecutive year. Earnings, also at record level, were $26,183,317, up 5% from 1959 total of $24,862,955. According to a preliminary report, earnings were equivalent to $1.58 a common share, based on an average of 16,548,302 shares outstanding during 1960. Per share earnings in 1959 were $1.52, based on an average 16,386,040 common shares outstanding during that year.

●

Italy Ranked 'Best Cash Wheat Customer'

Henning Vontillius, European grain consultant for Great Plains Wheat, Inc., places Italy as best cash customer for U.S.-produced wheat. Mr. Vontillius states Italy has just about completed its purchase for 1960-61 marketing year. During the period about 1.2 million tons (44 million bushels) U.S. wheat were purchased. Italy is normally self-sufficient in wheat production, he points out, but poor 1960 crop forced it into world market to make up deficit in domestic production.

●

ADM Denies Charges Of Fiberglass Firm

Archer-Daniels-Midland Co. has categorically denied any misrepresentation in the sale of its former Crosby Aeromarine division to Continental Fiberglass Co., Laramie, Wyo. ADM also expressed complete confidence in the action of **R. G. Brierley**, former executive vice president, who negotiated the sale of Crosby to Continental. Misrepresentation charges were contained in a million-dollar damage suit filed in Minneapolis federal court by **Arthur E. Linde**, president, and **I. W. Kinney**, secretary of Continental, asserting that Mr. Brierley fraudulently misrepresented Crosby's financial structure and interfered with their attempts to obtain financing for the transaction. "On the contrary," the ADM statement said, "both Mr. Brierley and ADM made every effort to assist Continental after the latter defaulted on payments for Crosby."

●

Hot Spot Detector Opens Area Office

Hot Spot Detector, Inc., Des Moines, has opened an area office in Raleigh, N.C., to serve the eastern seaboard. **Bruno Sestini**, at the Des Moines office for seven years, will be in charge of the new facilities, servicing the 200 existing Hot Spot installations in the area and selling and installing new temperature and aeration systems. The firm is a subsidiary of Neptune Meter Co.

●

Grain Executive Scores 'Profit Probes'

Robert C. Woodworth, senior vice president of Cargill, Inc., speaking before Ohio Grain and Feed Dealers Assn., whipped out at government investigators of grain industry whom, he stated, revealed findings last year in terms of "profits on costs" or rather "profits on direct costs," without even including all the costs involved. He asserted that "nation's grain marketing industry was 'shot down with headlines about profits'" by means of this "quirk of bookwork," adding that "you and I and our accountants know our profits have been reasonable indeed." Mr. Woodworth asked industry representatives to advise and aid the new administration's efforts for agriculture. "Their slippery problem is not so much to feed our people—for American farmers have done that magnificently—but to control and adjust and administer the forces of correction."

R. C. Woodworth

●

Earnings Dip, Sales Up For American Bakeries

Net earnings of American Bakeries Co. for 1960 (52 weeks) reported at $4,448,245, equivalent to $2.53 a share of common stock, compared with $5,356,927, or $3.06 a share in preceding year (53 weeks). Dividends of $2.40 a share of common stock were paid during past year, company officers report in annual financial statement. Net sales for 1960 amounted to $162,243,014 against $159,233,771 for 1959. Report cites rising operating costs in several departments,

now under careful scrutiny, together with increased costs of material and labor—without compensating price increases—for lower profits.

●

Bemis Bro. Veteran, M. E. Ocker, Retires

A veteran of more than 50 years with Bemis Bro. Bag Co., **M. E. Ocker**, retired at the end of February. At time of retirement he was manager of Wichita plant and sales division. Mr. Ocker joined Bemis as office boy in 1910, remaining in Kansas City until 1922, excluding World War I military duty. During tenure in Kansas City he served in all office positions, later moved to Wichita as salesman, continuing in that capacity until appointed manager of the plant and sales division. Successor is **George W. Finlay**, with Bemis since 1946, who has served in office, production and sales positions at Mobile, Ala., and as supervisor for multiwall bag sales in St. Louis.

M. E. Ocker

●

Baking Firm's Sales, Profits Up; Ratio Dips

Sales of Campbell Taggart Associated Bakeries, Inc., for 1960 climbed to $197,576,870 from $173,389,607 previous year. So did net income, to $9,322,705 from figure of $9,144,235 in 1959. But, as company officers note in annual fiscal report, ratio of net income to sales for 1960 was 4.72%, a decline from 1959's ratio of 5.27%, following trend that has been almost universal throughout the baking industry. Dividends paid during 1960 totaled $1.25 a share compared with $1.45 previous year, with latter figure including an extra 20¢ declared in December of 1958 and payable in January of 1959. This extra not paid last year because of heavy expenditures for acquiring interests in 12 new bakeries in 1959.

●

Montana Flour Mills Holds Quarterly Meeting

Declaration of a dividend of 25¢ a share on common stock, payable March 10 to stockholders of record March 1, was one action, among others, taken by board of directors of Montana Flour Mills Co. at its regularly quarterly meeting held in Great Falls.

Quaker Oats Reports On Sales, Earnings

Net income of Quaker Oats Co. for six months ended Dec. 31, 1960 was $1.98 a share of common stock against $1.93 a share for same period of 1959 and $1.86 for comparable six months of 1958. Company's interim report shows net sales for final six months of past year at $167,692,744 compared with $163,170,191 previous year. Net income for six-month period of 1960 reported at $7,792,820 compared with $7,606,554 in 1959.

●

Anheuser-Busch Dedicates Plant

New plant to produce and distribute complete line of table syrups has been dedicated by Anheuser-Busch, Inc., at Harahan, La., on northern edge of New Orleans. The $500,000 plant is located on six-acre tract in new industrial section. Firm has maintained a corn products division in the area since 1934, but facility recently dedicated is new operation for Anheuser-Busch. Plant also will stock and distribute company's line of baker's yeast, other supplies, for baking firms in the area.

●

General Mills Declares Dividend

Board of directors of General Mills, Inc., has declared quarterly dividend of $1.25 a share on company's 5% preferred stock, payable April 1 to stockholders of record March 10. This is 86th consecutive quarterly dividend on GMI's 5% preferred stock.

●

Cream of Wheat Sets Sales Record

Net sales of $11,796,880 for Cream of Wheat Corp. and its subsidiary operation for 1960 reached new record, company officers announce in their annual financial report. Record figure shows significant gain over net sales of $10,993,128 for 1959. Consolidated net income for 1960 amounted to $1,365,809, or $2.28 a share compared with $1,282,595, or $2.14 a share, in 1959. Dividends of $2 a share, including a year-end extra dividend of 40¢ a share, were paid in 1960, the same as in 1959.

●

Sweden:

Royal Swedish Board of Trade has ruled, under approved additives regulations, that chlorine may be used as bleaching agent for flour provided such flour is used exclusively in cake mixes marketed in retail packages of a maximum weight of 1 kilogram (2.2 lb.). Bulk imports of chlorine-treated flour or cake mixes packaged in containers exceeding 1 kilogram will not be approved for import into or sale in Sweden. «

"The boys up to Stone's Store," said Old Dad Fetchit of the Fish River Roller Mills, "is havin' a right good laugh at Orie Sims. A while back Orie was elected president of the Fish River Corn Licker Association an' right away he got off a ringin' oration about how there bein' so little profit in the business was on account of not keepin' track of cost, which, includin' cobs for bottle stoppers and paw paws and red haws, would make the least price anybody could take six bits a quart. Everybody was cheerin' Orie an' havin' a right inspirin' time until Bull Head Brown, who'd slipped into the meetin' went up to Orie an' said, 'Misteh Sims, heah's that air fi'ty cents I been owin' you for that quaht-a-lickeh I got off'n you a spell back, an' I's right 'bliged to you seh, yes seh, I's right 'bliged, thank yeh.'"

The original flour enrichment concentrate

PFIZER BI-CAP®

salutes the 20th Anniversary of ENRICHMENT

"The Quiet Miracle"

PFIZER joins with millers all over the country in celebrating the 20th anniversary of enrichment. Now, as always, BI-CAP, a product of Pfizer's long experience in vitamin production offers you the following benefits: **EVEN DISPERSION**—special screening techniques provide uniform-size particles that flow readily and smoothly. **EXCELLENT STABILITY**—all forms are made with thiamine mononitrate for better Vitamin B_1 stability. **TWO STRENGTHS**—AM (single strength) and CM (double strength) are available, for feeding to either a fast or a slow flour stream. **UNIFORM BULK**—milled to minimum density variation. **LIGHT COLOR**—achieved by a unique iron combination which gives it a lighter color and a special grade of riboflavin that overcomes unsightly riboflavin agglomeration. In addition the Pfizer BI-CAP line includes: **BI-CAP Bolted Cornmeal Enrichment, BI-CAP Whole Cornmeal Enrichment, BI-CAP Degerminated Cornmeal Enrichment, and BI-CAP Rice Enrichment.** For complete information write to Chas. Pfizer & Co., Inc., Chemical Div., B'klyn 6, New York.

BI-CAP®

modern standard of flour enrichment

Enrichment Pioneer Honored in New York

Dr. Norman Jolliffe, director of the Bureau of Nutrition of New York City and one of the key figures in the inauguration of enrichment, was honored at a dinner meeting in New York Feb. 27. Tribute was paid to Dr. Jolliffe, and others who assisted with the historic effort, at a commemoration dinner observing the 20th anniversary of the enrichment of white bread with thiamine, niacin, riboflavin and iron.

Dr. Norman Jolliffe

Guests at the dinner included doctors, scientists and nutritional authorities from all sections of the U.S., under sponsorship of the American Bakers Assn. and the American Institute of Baking. John C. Koetting, Rainbo Baking Co., Houston, Texas, chairman of the board of governors of ABA, presided. Speaker for the meeting was Dr. W. H. Sebrell, Jr., director of the Institute of Nutrition Sciences at Columbia University. Dr. Sebrell covered the history of enrichment and the work of its key figures with emphasis on the vital role the whole program has played in advancement of nutrition and improved public health.

Scroll Presented

In appreciation of his distinguished service to AIB, Dr. Jolliffe was presented with a scroll honoring him as a life member of the institute. On hand for the presentation, and to give tribute to the pioneering efforts of Dr. Jolliffe, were Howard O. Hunter, AIB's president, and Daniel J. Uhrig, American Bakeries Co., chairman of AIB. The American Bakers Assn. was represented by its president, E. E. Kelley, Jr., Butter Krust Bakeries, Inc., Lakeland, Fla.

Several others who also have made major contributions to the cause of enrichment and dissemination of its influence throughout the milling and baking industries were singled out at the anniversary dinner. They were:

Dr. Thomas Parran, former surgeon general of the U.S. Public Health Service; G. Cullen Thomas, consultant for General Mills, Inc.; Dr. Franklin C. Bing, scientific director of AIB; Dr. Hazel Stiebeling, U.S. Department of Agriculture; Dr. James McGrath, minister of health in Newfoundland; the late Russell Wilder, one-time chairman of the Food and Nutrition Board; Dr. Leonard Maynard, Cornell University; Dr. Frank G. Boudreau, president of the Milbank Memorial Fund, and Dr. Conrad A. Elvehjem, president of the University of Wisconsin.

Dr. Sebrell Speaks

While backgrounding the development of the enrichment program, Dr. Sebrell noted that it could not come into being until large scale synthesis of the vitamins was made possible. This, he pointed out, was effected through 26 years of research work by Robert R. Williams, the chemist who determined the chemical formulae of the B vitamins.

"Status of health in the U.S. through the 1930's was low and continuing lower," Dr. Sebrell said. "Incidence of diseases due to low intake of the B vitamins was widespread and increasing. These were beri-beri, heart disease, pellagra and ariboflavinosis. Also, insufficient iron intake was producing evidence of borderline anemia.

"Once the production of the vitamins was possible through the 'modest miracle' of Dr. Williams' efforts, as it has been called, then the question of getting these vital food elements to the general public was the next step.

"It did not take long to determine that the best method was through bread. It was the food most common on the tables of the people every day. The vitamins were in the original wheat berry, but were reduced in quantity in the process of producing a white flour.

"Moreover, widespread production of the chemical vitamins made it possible for the baker to add the elements at virtually no cost to the consumer. Also, this addition in no way changed the color, flavor or texture of the finished product.

"The milling and baking industries were approached on the subject and immediate acceptance was had. As a result, 20 years ago at about this time of year, the enrichment of bread became a reality nationally," he stated.

Dr. Sebrell pointed to data showing that infant mortality is lower today than it was 20 years ago; that life span has increased; that children are taller, heavier and athletes consistently setting new records in sporting events, as evidence of nationally improved health and vigor.

Also, he pointed out, vital statistics assembled in Newfoundland, following enrichment of bread and flour and fortification of margarine with Vitamin D, revealed startling improvement in such things as incidence of tuberculosis, infant mortality, crude death rate and still births, within a few years after the improved food program was introduced.

Health Improvements

"These great public health improvements cannot be attributed wholly to the food enrichment and fortification program," said Dr. Sebrell, "but I do insist, as do many others who participated in the Newfoundland studies, that the improvement in nutrition brought about by these programs definitely contributed to a healthier population. Better nutrition has been shown to improve vital statistics.

"Nutritionists today can recommend and use white enriched bread in all diets, as a good nutritious food. It can be regarded as a protective food in the sense that it carries an insurance factor against deficiencies in the enrichment nutrients since it supplies the B vitamins used in metabolism," he concluded. «

20th Anniversary of
"The Quiet Miracle"
ENRICHMENT
Enrichment means the addition of B-vitamins—thiamine, niacin and riboflavin—and the mineral, iron—to bread, bakery products, flour, macaroni foods, corn meal, rice and other cereals.
Better Health thru Better Nutrition

Obituaries

J. E. RATNER, 50, director of advertising for flour and mix products of General Mills, Inc., of a heart attack, in Minneapolis. He was born and educated in Chicago, was graduated from the University of Chicago with PhB, MA and MBA degrees, and a member of Phi Beta Kappa.

During the 1930's Mr. Ratner was in executive positions with market research firms, later was with a publishing firm. He served in the Navy during World War II, then returned to publishing. He became vice president and creative director of Campbell-Mithun, Inc., advertising agency, Minneapolis, in 1952.

Mr. Ratner joined General Mills in April of 1957 as director of creative and marketing services. Last November he was appointed director of advertising for GMI's flour and mix products.

Survivors include his wife, one son, one brother and a sister.

WILLIAM M. CLIFFORD, 78, at his home in Kansas City. He was vice president and regional manager for Continental Baking Co. until retirement in 1948, and had lived in Kansas City 41 years. Mr. Clifford was known widely for his ability to train young men for executive positions in the baking industry.

Survivors are his wife, three daughters, one brother and 11 grandchildren.

JOSEPH B. LeVOY, 75, a retired miller, in Minneapolis. Mr. LeVoy was employed by General Mills, Inc., for 35 years, until he retired 10 years ago. He is survived by his wife.

GEORGE M. JACOBSEN, 63, lifelong resident of Spokane, Wash., at his home in Spokane. Mr. Jacobsen was associated with the Jacobsen's Bakery. He is survived by his wife, one son, two daughters, one sister and four brothers.

GEORGE SCHULTZ, 74, retired manager of the Reardan Grain Growers Assn., at his home in Reardan, Wash. Survivors include his wife, a daughter and two grandchildren.

JACK BENJAMIN, 72, vice president, Uhlmann Grain Co., Chicago, while vacationing at Phoenix, Ariz. He joined the grain firm in 1930 and was also a partner in the firm of Uhlmann & Benjamin. Survivors are his wife, Mrs. Alice Uhlmann Benjamin, sister of Richard F. Uhlmann, president of the Uhlmann Grain Co., son John, assistant secretary of Uhlmann and a daughter, Mrs. Joan David, wife of Uhlmann's treasurer, Robert L. David, and six grandchildren. «

Wisconsin Baking Firm Installs Bulk Flour Handling System

Holsum Bakers, Inc., Eau Claire, Wis., has put in operation a bulk flour handling system, believed to be the first installation in northwest Wisconsin.

The bulk system was installed by Fred D. Pfening Co., Columbus, Ohio, and has two storage bins, each with a capacity of 110,000 lb. The bins, each 10½ ft. in diameter and 46 ft. in height, are enclosed in an addition to the Holsum plant, a brick structure utilizing colored plastic panels near the top to admit light.

Holsum, serving all of the trade area of northwestern Wisconsin, is affiliated with the W. E. Long Co., which each month rates bread from Holsum bakers in nearly every state of the Union. Twice within the past year the Eau Claire firm has won top honors for quality.

The firm was started in 1912 as the Eau Claire Baking Co. The present plant, in a different location than the original firm, was built in 1930 by E. E. Buri, now deceased. From 1945, the year of Mr. Buri's death, until 1956, the plant was owned and operated by Mr. and Mrs. Raymond Moore.

F. E. (Gene) McGough is president of the Eau Claire firm. For many years prior to 1956 he operated a bakery at Rice Lake, Wis., although he is originally from Eau Claire. S. O. Jacobson is sales manager; G. E. Patneaude is production superintendent; K. E. Bluem is office manager and Norman Arneson is plant engineer.

General Mills, Inc., delivered the first 100,000 lb. of flour to the Eau Claire plant in a patented Airslide railroad car from its facilities at Minneapolis. «

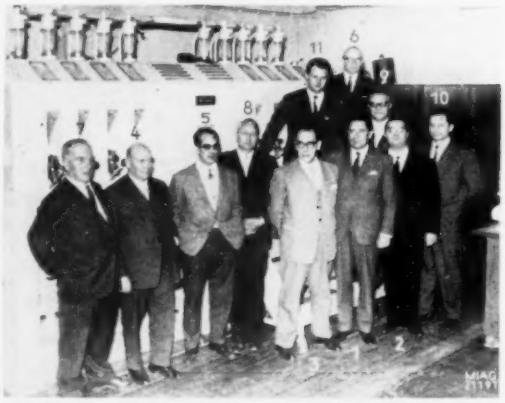
AN EAU CLAIRE FIRST by
Holsum Bakers
FIRST CARLOAD of BULK FLOUR
100,000 Lbs. of GOLD MEDAL BAKERS FLOUR from GENERAL MILLS, INC.

THE INSTALLATION of a bulk flour handling plant at Holsum Bakers, Inc., Eau Claire, Wis., was inaugurated with due ceremony and the attendance of representatives of the city's governing body, the local chamber of commerce, the railroad which delivered the flour, and of General Mills, Inc., which supplied it. Some of those who attended, pictured here for delivery of the first bulk carload, are, left to right: S. O. Jacobson, Holsum's sales manager; F. E. McGough, president of the baking firm; Mayor W. R. Waters of Eau Claire, pressing the button; Gerald Patneaude, Holsum's production superintendent, and Kenneth Borcheim, sales supervisor.

The Camera Goes Visiting

Picture Tour Through Brazilian Mill; Some Visitors to Germany

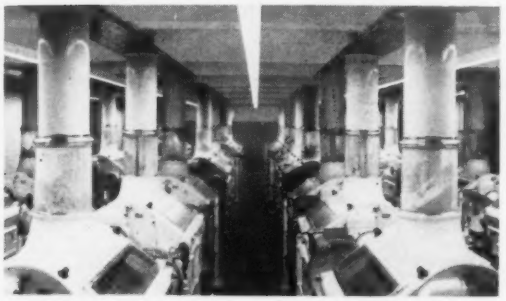
Visitors to Brunswick



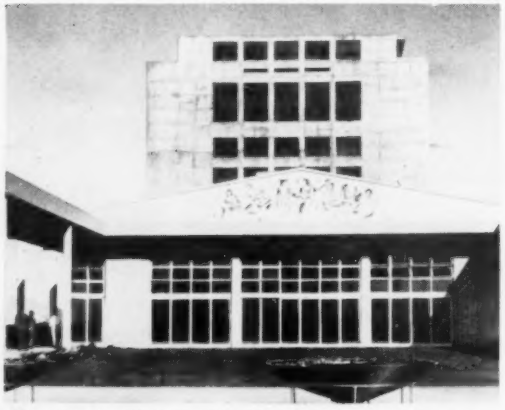
RECENT VISITORS to the MIAG facilities at Brunswick included this delegation of Portuguese millers and associates: Albino Carneiro (1); Fernando da Costa (2); Alberto Ribeiro Queiroz (3); Joano Moreira (4), and Jose Nogueira Lopez Pereira (5). MIAG hosts were W. Kleber (6), Mr. Will (7), Mr. J. Trum (8), Frank Heide (9), Mr. Ander (10) and Mr. Kuerzel (11). When photographed, the group had just inspected the Multomat experimental mill in the cereal research department.

REPRESENTATIVES OF the Ayimoto milling group, Yokohama, Japan, look over a flour mill model with ship unloading plant while on tour of the MIAG installations. The visitors are Mr. Asakura (1) and Mr. Yamamoto (2) escorted by MIAG representatives Dr. H. Gehle (3); W. Kleber (4); Mr. Richter (5) and Mr. Kempe (6) to the right of the interpreter, Mr. Sakamoto.

A 'Tailored' Flour Mill



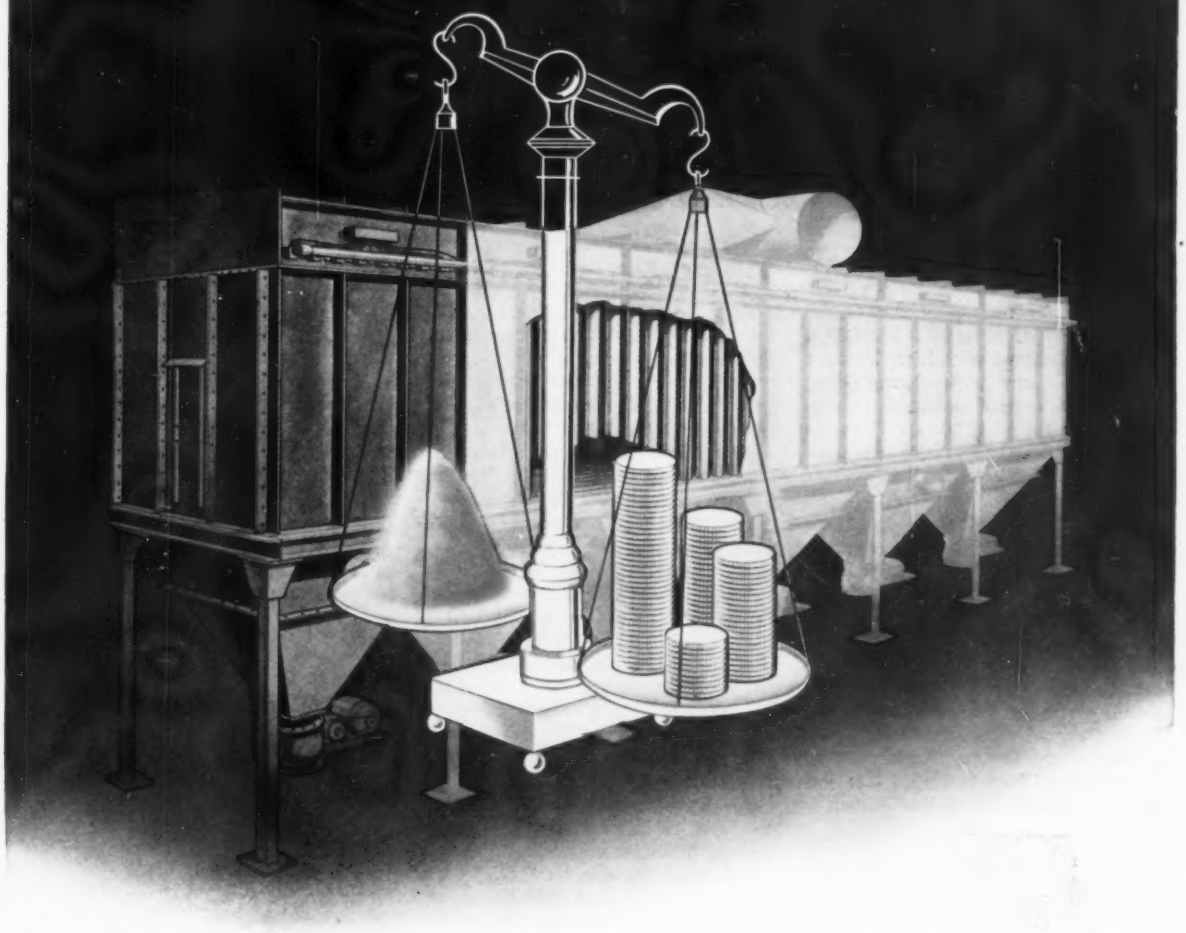
SEVERAL YEARS AGO MIAG, the milling engineering firm of Brunswick, Germany, designed and equipped a flour mill of 8,000 cwt. daily capacity for Industries Reunidas Sao Jorge, S.A., in Sao Paulo, Brazil. The accompanying photographs show some of the distinctive features of the plant. Milling capacity of the Sao Paulo mill has been tripled in recent years to 24,000 cwt. daily. To illustrate the size of the operation, 250 double roller mills are used, all fully automatic, with servo control as shown here.



ONE FEATURE of the Sao Paulo mill is the arrangement of a roof garden, assembly hall and chapel, all on top of the mill and elevator.

THE INTERIOR of the chapel of the Sao Paulo mill is shown here, with an altar picture of Saint George, to whom the chapel is dedicated as patron saint of the company.

What does your DUST *cost per pound?*



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The J. George Kehr Story: A Miller of Renown and Considerable Consequence

By Ken. W. Wakershauser

WHEN the story of the Association of Operative Millers in the 20th Century is written into the record the name of J. George Kehr will surely appear — big, bold and sturdy like the man himself—for the robust Mr. Kehr has made his mark on the decades which already have become history.

Right now he is shifting gears so to speak, making the adjustment from a career spanning more than 51 years in milling to that of a man of leisure. Behind him—and still being felt—is his impressive influence as a force for progress and inspiration in the industry. For the dynamic Mr. Kehr is still an active fellow, even though he has turned over his duties as assistant general milling superintendent of Russell-Miller Milling Co., now Russell Miller-King Midas Mills, to others. He'll be long remembered as the "spark" that set many a pupil on the road to a successful milling career, as the good friend and apostle of a virile, up-and-coming Association of Operative Millers.

Right now the energetic Mr. Kehr and his good wife plan to do some traveling around the country, returning to Minneapolis in time to begin another season tending their prized flower gardens.

"And when AOM's annual technical conference opens in Minneapolis May 22-25 I'll be there behind my little table taking memberships just as before," says Mr. Kehr. Let there be no doubt about that. For the AOM, and its credo of improving the industry also has been part of the indefatigible Mr. Kehr's life, particularly the membership committee, to which he has devoted more than a decade of his vast energies.

Flour milling goes back a long way in the Kehr ancestry, for he can lay claim to a greatgrandfather who was a miller in Baden-Baden, Germany. His grandfather, not a miller but a pioneer in his own right, made the trek from Buffalo to New Prague, Minn., in 1841, and the family link with milling was to be forged again. For that is where the young J. George Kehr began his career.

FRIEND AND the man whom the "young miller Kehr" first sought out when he came to Minneapolis seeking employment was George Cormack of the Washburn Crosby Co., predecessor of General Mills, Inc. Mr. Cormack, in the foreground, was the man who developed Wheaties.

Hired for First Job

He admits to "stretching a bit" on his age when hired for his first job at the old New Prague Flour Mills in 1909, but credits the error to an uncle who recommended him for the job, stating the boy's age as 16. (Actually, J. George was 13 at the time.)

Tom Sopher was his first general superintendent at the mill which later became the nucleus of the International Milling Co. The wages were 10¢ an hour and the work days were 11 hours long. But being one in a family of 13 children in a day when "git up and go" was vital to advancement, he knuckled under, tackled every task that came along, and began to win his spurs in milling.

Among the industry veterans he remembers from that first job is the late Tom Cecka, a grinder at the time and later general milling superintendent of International.

The young Mr. Kehr remained at New Prague until 1914, then moved on successively to mills at Sleepy Eye and Chaska, Minn.

Russell-Miller Career

In 1917, looking for more opportunity to learn and advance, he cast his eyes to the vast milling complex of Minneapolis.

One of the first he sought out was Washburn Crosby's George Cormack, friend and industry leader whom Mr. Kehr considers one of milling's greatest figures. But by the time an opening appeared at Washburn Crosby, J. George had already cast his lot with Russell-Miller, and the remainder of his career was already being set into its mold. For with Russell-Miller he was to remain, rising steadily into both positions of company responsibility and the growing activities of AOM.

At Russell-Miller also he soon met another of the industry's dynamic, leading figures, Arthur Miller, from

THIS FELLOW is now full grown and making a name for himself in business and AOM circles. It's son Roy F. Kehr "way back when."

whom he treasures the gift of inspiration and devotion to his work.

"I'm going to make a good Dutch miller out of you," the fiery Mr. Miller told the young man who had come to the big city from New Prague via Sleepy Eye and Chaska. The young miller recognized his boss and mentor as an idealist, a man with whom perfection was scriptural, and accepted his teaching.

His work with Russell-Miller initially was as a roll tender at the Minneapolis "A" mill. He moved up to grinder in both the "A" and "B" mills in 1918. Training brought its rewards, and in 1924 J. George Kehr was moved to Buffalo as assistant mill superintendent, with an advancement to superintendent at Buffalo in 1939.

Membership in AOM

He joined AOM in 1925 and with characteristic zeal has literally "come up" with it, driving, speaking, serving it at all levels with a missionary's devotion, carrying its message across the land by auto, train, plane and any other method of transportation necessary to accomplish the job.

Donald S. Eber, AOM's tireless executive vice president, is one of Mr. Kehr's long-time compatriots, a man with whom he has spent much time spreading the message of AOM. As for Mr. Eber's regard for Mr. Kehr—he's stated on occasion, "Just give George a subject, preferably in the realm of AOM, and he'll talk."

Whether pushing the cause of AOM with the bustling Dist. 8 at Buffalo or Dist. 4 in Minneapolis since his return in 1953 as R-M's assistant general milling superintendent, Mr. Kehr has proceeded with enthusiasm.

He was installed as president of AOM at the annual technical conference in Buffalo in 1952, the organization's highest tribute to devotion and experience.

He left Dist. 8 in good hands in 1953 and with plenty of family tradition to carry on. His son, Roy F. Kehr, Kressilk Products, Inc., Buffalo, also is a tireless worker for AOM, having done his part in marshalling forces at annual technical conferences and serving as secretary of the district.

There are numerous ways to measure the impact of J. George Kehr on the industry—such as the inspiration he gave to "his boys" who were taken from the mill and into the military service during World War II. While the war lasted he devoted two nights every week to writing them letters.

Over more than half a century J. George Kehr has worked, talked milling and rubbed elbows with a lengthy list of men whom he considers the industry's outstanding figures: Elmer Whiteman of General Mills, Inc., "a great fellow for bringing up young men and teaching them the business, a man always willing to listen to your story"; the late Earl Barker, GMI's superintendent at Buffalo, in Mr. Kehr's opinion "a real pusher on the job"; Ray Sopher, formerly with Acme-Evans Co., Inc.; George S. O. Smith, now in Haiti; Otto Wilke, of Russell-Miller; Fred Haase, Tennant & Hoyt Co.; the late Hugh McDonald of the Pillsbury Co.; Bill Keller, who operated Pillsbury's mill at Buffalo until retirement; Harry Hansen, Oscar Spencer, John Holland, Major Howe, Joseph Rezabek of International Milling Co. and Joseph Chamberlain of Maple Leaf Milling Co., Ltd., to name just a few.

'Milling Requires Men'

J. George Kehr is a firm believer in bringing young men into the milling industry, and in his opinion the "youngsters" coming out of school with milling degrees have an advantage if they wish to get ahead. But like any sage veteran, J. George still believes that training "on the job," even if a man has a background of schooling, is an absolute must to getting ahead.

He sums it up in his blunt way: "The machines must still be watched and the separations made, and that takes men, wherever they've been trained."

On the lighter side Mr. Kehr makes no bones about being a top notch cribbage player (in fact, he claims to have written the rules), and a formidable opponent at bridge. Among his close bridge partners a few years back were Charles R. Veeck, Smico Sales, Inc., the inimitable Mr. Eber and THE MILLER's eastern states manager, Paul L. Dittemore—whom Mr. Kehr still believes he can beat at the game.

YOU'VE GUESSED IT, this is the J. George Kehr of a good many years ago, when he was a young man beginning to make his mark in the milling industry.

What does Mrs. Kehr think of it all?

Her years of activity, helping wherever needed are testimony that she has enjoyed being a miller's wife, particularly the many friendships made across the country. And now of course there are four grandchildren to enjoy, Paul 11, Peter, 7, and the twins, Carolee and Georgianna, the children of son Roy and his wife Dorothy out in Buffalo.

She's a miller's wife, and the chances are excellent that when the business comes to a halt at the technical conference in May she'll be ready to dance. (The line forms at the right.) «

THIS DISTINGUISHED GROUP posed together at the 1952 annual technical conference of AOM in Buffalo. Left to right, they are: George S. O. Smith, now with Societe Haitienne de Minoterie, S.A. in Haiti, treasurer and president of the association in 1944-45; C. R. Veeck, now with Smico Sales, 1951 president; Donald S. Eber, executive vice president; Mr. Kehr who was 1952 president, and Willard H. Meinecke, General Mills, Inc., 1953 prexy.

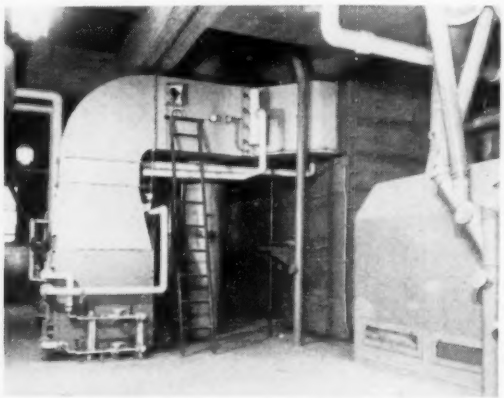
AREA COVERED by Nitto's pneumatic flour milling plant and auxiliary operations can be seen in this aerial view. The mill has two units with a total grinding capacity of 280 metric tons of wheat or approximately 4,700 cwt. flour in 24 hr. Buhler Bros., celebrating its 100th anniversary this year, has equipped seven new flour mills in Japan, the highlight of its achievements being the starting up of the Nitto plant.

A CAMERA TOUR

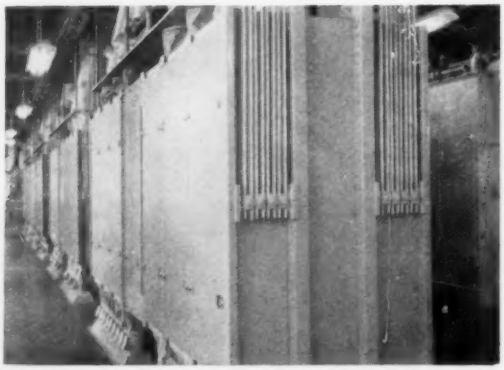
Pneumatic Flour Mill Started Up in Japan

Japanese zeal and eagerness to modernize is illustrated no more graphically than in the number of new flour milling installations constructed in recent years. Latest of these is the new pneumatic flour milling plant of the Nitto Seifun Co., Ltd., Tokyo. Design and installation was by the Swiss engineering firm of Buhler Bros., which this year observes its 100th anniversary.

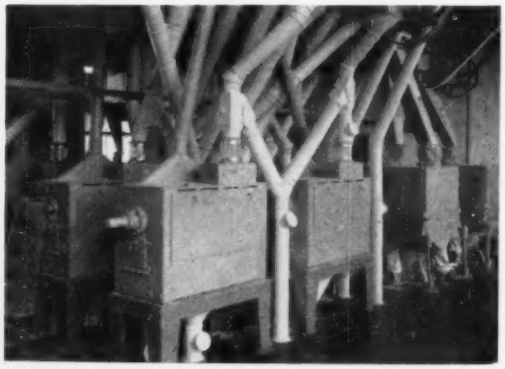
THIS VIEW of the roller mill floor of one-half of the Nitto mill handles approximately 2,350 cwt. flour daily. Equipment consists of Buhler four-roller mills featuring power-saving roller bearings and water cooling of the rolls.



THE TOP PART of one grain conditioner and dryer, pictured here, illustrates how allowance is made for best preparation of all wheat qualities used by Nitto.



BUHLER'S NEW drawer-type sifter, as shown here, was introduced to Japanese millers with erection of the Nitto plant. Supervision of the entire mill installation was handled by Buhler's Far East engineering office which has a permanent staff of Swiss specialists available.



IMPACT FINISHERS, left front, were installed for obtaining clean, uniform bran. At the right rear is a small sifter for rebolting flour. During a recent inauguration ceremony for the plant, attended by prominent Japanese guests, Dr. Rene Buhler, co-owner of the Swiss firm, was present to make official presentation of the facilities to the owners.

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December, 1960, Flour Production

The MILLER Predicted	21,648,397 cwt.
Official Census Report	21,615,000 cwt.
Variance	33,397 cwt.

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That's the remarkable service record achieved by THE MILLER in estimating U.S. wheat flour production for December—well ahead of the official figure compiled by the Bureau of the Census.

The estimate of December flour production reported by THE MILLER varied only .2% from the figures released by the Bureau of the Census February 6.

Tabulating regional and national flour production is one of the services offered by THE MILLER for more than 50 years.

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Thomas Robinson & Son Advances Two Key Executives to Its Board of Directors

Thomas Robinson & Son, Ltd., the mill engineering firm at Rochdale, England, has appointed two of its executives to directorships. They are J. C. Graham, who has been with the company since 1929, and Denys W. Povey, a representative of the firm since 1938. Mr. Povey, in addition to being named a director, becomes sales manager of the flour milling division.

J. C. Graham

Before joining Thomas Robinson & Son Mr. Graham obtained wide experience in the milling industry at a number of flour mills in Scotland and the north of England. He served his apprenticeship as a flour miller with A. G. Little of Hexham, and was mill manager of that company prior to joining the Robinson firm.

During his early years with the company, Mr. Graham served as a miller and service engineer. In this capacity he was responsible for starting-up many Robinson equipped mills in the U.K. and overseas, including South America, South Africa, the Middle East, France and Sweden.

In 1936 he became the company's technical representative in Ireland, and later in the north of England. In recent years, as one of Robinson's senior sales executives, he has travelled widely and is well-known in the milling industry.

Mr. Povey completed five years service with Joseph Rank, Ltd., Birkenhead, where he obtained his full technological certificate, and later joined Dover Laboratories to gain experience in cereal chemistry under Drs. D. W. Kent-Jones and A. J. Amos.

Denys W. Povey

During World War II Mr. Povey served with the army and took part in the North African campaign. He was wounded, awarded a Military Cross and invalided out of the army in 1943 with the rank of captain.

He spent a short time being rehabilitated into flour milling as a temporary manager with Re-commissioned Mills, Ltd., at Bath, Newport and Ellesmere Port, and on returning to Rochdale devoted himself to the technical side of milling engineering.

In recent years he has directed the company's research and development department in a program which has introduced new processes and designs, many of which have expedited technical progress in the industry. During the past year he has been responsible for sales in the U.K.

During his service with the company Mr. Povey has been responsible for engineering many large contracts undertaken by Robinsons in recent years, and has travelled widely in this connection.

Named Sales Manager

In January it was decided that administration of both the home and export trade should be brought under one head, and Mr. Povey was appointed sales manager.

Mr. Povey, keenly interested in technical education in the flour milling industry, was largely responsible for revising the technical education syllabus in 1948. He is currently acting as chairman of a sub-committee preparing recommendations to further revise the syllabus to meet present day requirements. He conducted the flour milling correspondence course for the industry from 1947 until he was appointed examiner in flour milling to the City and Guilds of London Institute in 1950, an appointment which he still holds.

He delivered the annual lecture to members of the National Association of British Millers in 1954, and has twice lectured to the annual meeting of the Association of Operative Millers in the U.S., as well as to the Scandinavian Cereal Chemists Congress in Helsinki in 1948.

He is a founder member of the Merseyside Flour Milling Student Society, and has continued to be actively associated with the society. «

BAKING FIRM LEASES SPACE

Horn & Hardart Baking Co. has leased three floors and a portion of a fourth floor in the building of Stephano Bros., Inc., Philadelphia. The baking firm will use the space for warehousing, processing and distribution. The space leased consists of approximately 35,000 sq. ft. «

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Part I

The Flour Milling Industry

An Economic Study of Excess Capacity

By Dr. Donald A. Markwalder

Flour Milling: The Problem of Persistent Excess Capacity

EXCESS capacity—its degree and persistence—has probably been more severe in flour milling than in any other American manufacturing industry. As early as the turn of the century excess capacity began to appear in the industry[1], and with minor interruptions has remained until the present time. Nourse[2] found that in the prosperous 1920's a greater percentage of excess capacity existed in flour milling than in any other branch of the food industry[3], and Bain in his recent book[4] finds more excess capacity in flour milling than in any other manufacturing industry which he investigated.

Such a large and persistent margin of excess capacity is a challenge to the analyst of the functioning of the market system. Indeed, such observed conditions seem inconsistent with accepted doctrine — particularly that which portrays the organization and performance of a competitive industry. Hence, conditions that have given rise to and account for the persistence of excess capacity are the central problems of this investigation. Related thereto are the economic consequence of excess capacity.

But much of the severity of the problem may depend upon whether such data as those just cited reflect an erroneous concept of capacity—an elusive term—and whether the measure used is applied to the properly defined market. These conceptula problems of capacity and market, when interpreted in the light of regional shifts in the advantages of plant location, will occupy a major part of the analysis that follows.

Measuring Capacity

Without at this point defining capacity and relevant market area—excess capacity will be found by any defensible measures given those terms —the highlights of the problem to be examined are presented in Figure 1. One measure of capacity—and that widely used in the industry—is based upon five 24-hr. days per week or 250 days per year. The other is similar to Nourse's assumption of 306 days a year and is based on a conclusion reached later that, for a modern mill, and one where feasible volume is not restricted by the market, a six-day week is the optimum. Of course, this definition gives the higher estimate of capacity.

Actually, on a nation-wide basis this over-estimates capacity because the assumptions first cited do not hold for a substantial number of mills. Capacity, as the economist would define it, therefore lies somewhere between the two measures of capacity shown in Figure 1. It remains by any measure that excess capacity is the difference between what could be turned out and the flour actually produced. The latter, reflecting shipments, was the sum of the highly stable domestic consumption and the irregular export volume.*

[1]Harold G. Vatter, "Some Aspects of the Problem of Small Enterprise as Seen in Four Selected Industries" (unpublished Ph.D. dissertation, University of California, 1950), p. 189.

[2]Edwin G. Nourse and Associates, "America's Capacity to Produce" (Washington, D.C.: The Brookings Institution, 1934), p. 186.

[3]Nourse (p. 187) states that "the average utilization for the 1925-29 period (was) 41.4% of capacity."

[4]Joe S. Bain, "Barriers to New Competition" (Cambridge: Harvard University Press, 1956).

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*EDITOR'S NOTE: In the years since the latest one used by the author for his study, which was 1957 in Fig. 1, wheat flour exports have shown a consistent increase. These figures for 1958 through 1960, as released by the export department of the Millers Natonal Federation, appear on page 44 in this issue of THE MILLER.

'Important Ingredients'

Later it will be seen that the extreme stability of domestic consumption and, in contrast, the occasional wide swings of exports sales, become important ingredients of the problem under study. The sum of these in no year reached the level of even the more conservative estimate of national milling capacity. It is interesting to note, however, that the downward trend in capacity continued during the years 1942-47 in spite of the fact that, because of rapidly increasing exports, output rose by more than 50% during the same period.

Thus, it is not merely the existence of excess capacity which constitutes such an interesting and important problem but the persistence of excess capacity for such an extremely long period of time. We might well expect excess capacity to persist if the commodity in question were produced by a monopolistic or by an oligopolistic industry, but the persistence of excess capacity in a competitive industry—and we will demonstrate in later articles that by almost any criterion one may wish to judge, the industry is essentially competitive—appears quite anomalous.

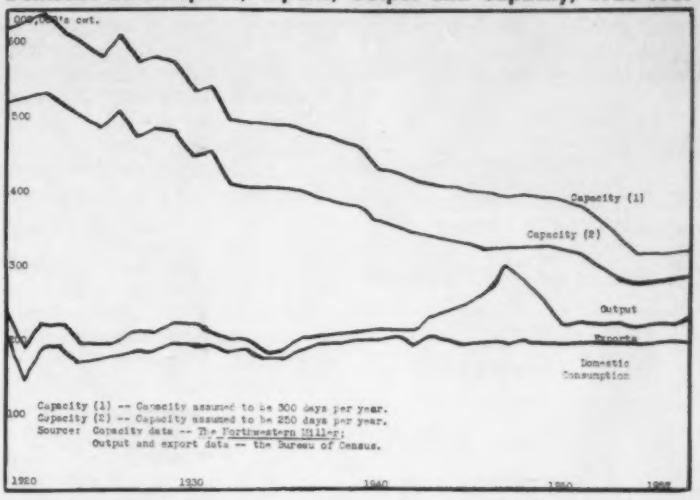
At least as early as Marshall[5] it was concluded by economists that in a competitive industry prices would adjust to a decline in demand so that in long-run equilibrium a normal rate of return could be earned by the firms in the industry. Quite recently, however, Joan Robinson[6] has questioned whether it is possible for the firms in a purely competitive industry to earn normal profits, and her reasoning fits into the analysis to be developed here.

Inappropriate Concepts?

Why is it that chronic excess capacity appears to exist in a competitive industry? It is possible that the excess capacity concepts which have been applied are inappropriate, or it may be that theoretical capacity concepts which have been used are appropriate but have been quantified inaccurately. On the other hand, it may be that competitive theory needs to be re-examined either to find precise implications of the competitive model with reference to excess capacity or to ascertain whether a competitive industry can adjust to or toward an optimum or equilibrium situation in an unfavorable economic environment.

We consider it our primary task in this thesis to explain this anomaly

FIGURE 1
Domestic Consumption, Exports, Output and Capacity, 1920-1957



—the persistence of a substantial margin of excess capacity in a competitive industry. We will also attempt to explain how the excess capacity has affected the structure and performance of the industry.

In flour milling it appears that one likely avenue to explore to explain existence of excess capacity is the very substantial regional shifts which have occurred in the industry. These regional shifts have been in both supply and demand and have resulted in substantial capacity increases in favorably located areas, even though a substantial margin of excess capacity existed in the industry on a national basis. From the demand side these regional shifts have been brought about by significant inter-regional differences in population growth, while the supply changes have resulted primarily from changes in the location of wheat production. An additional factor which has resulted in numerous changes in the regional location of flour milling has been transportation rate changes.

Regional Shifts

Although regional capacity changes are undoubtedly very important in explaining the industry's excess capacity problem, it does not appear these regional shifts alone are sufficient to explain the entire problem, since excess capacity has often existed in even the most favorably located regions.

How then can we explain the persistence of this substantial margin of excess capacity? It may be that the adjustments assumed by competitive theory either do not take place or that they take place much more slowly

The problem of excess capacity is one that has plagued the flour milling industry for many years. For the past three years Dr. Markwalder has been engaged in an intensive study of the situation and in the course of his investigation he had the benefit of the views of many millers and he has referred to many authoritative sources of information. During the next few months THE MILLER will publish his findings in serial form. The author was graduated from Illinois State Normal University with a B.S. in education and secured his M.A. in economics from Northwestern University in 1957 and his doctorate from the same university in 1960. He is now with the Department of Economics, University of Toledo.

[5]Alfred Marshall, "Principles of Economics," Vol. I, Book V, Chap. V (6th ed.; London: Macmillan and Company, 1910).
[6]Joan Robinson, "The Impossibility of Competition," "Monopoly and Competition and Their Regulation," ed. Edward H. Chamberlin (London: Macmillan and Company, 1954).

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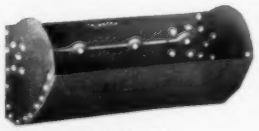
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than is commonly assumed. On the other hand, it may be that excess capacity has persisted because episodic increases in exports have resulted in capacity increases just when capacity was coming into adjustment with the long-run time trend of demand.

The problem of excess capacity is significant in that it represents an allocation of resources which falls short of the optimum. This conclusion follows from static welfare economics which tells us that in order for welfare to be maximized price must be equal to marginal cost. If the industry is purely competitive, this implies that in long-run equilibrium price will also be equal to average cost.

Therefore, from the point of view of the empirical investigator the most important and difficult problem consists not of "spelling out" the optimum conditions (for this has already been done) but in attempting to fit the empirical material into the theoretical framework of economics and judging whether this framework is adequate for understanding the industry and appraising its performance. If the theoretical framework is adequate, the author must make some judgment as to how serious the industry's departure actually is from the ideal.

The dissertation is neither an industry study of flour milling nor is it a study of the pure theory of excess capacity. Rather, it is a study of the flour milling industry with particular reference to the problem of excess capacity. Many facets of both the flour milling industry and the pure theory of excess capacity are ignored. Only those elements of each which are thought necessary to produce a unified whole are introduced.

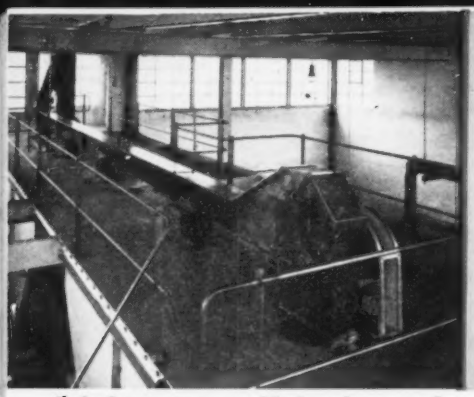
The Economic Theory of Capacity and Excess Capacity

This section is devoted to the theoretical problems of capacity and excess capacity, with primary attention upon application of these concepts not merely to the single plant but also to the industry. In the first part we will give theoretical definitions of plant and industry capacity and excess capacity and show what factors can be responsible for the existence and persistence of excess capacity. In the second part we will attempt to apply our capacity and excess capacity measures to the flour milling industry to see if it is possible to quantify capacity and excess capacity in a meaningful fashion.

Although capacity data began to appear shortly after 1900, showing numerous industries to be operating at substantially less than "full" capacity, very little interest seems to have been shown by economists in the concept of capacity or in the closely related concept of excess capacity. It was not until 1923 that J. M. Clark published "The Economics of Overhead Costs,"[7] a study largely devoted to problems of capacity and capacity utilization. For Clark the appropriate concept of plant capacity was that which has subsequently been adopted by most economists and that which we will use—i.e., the output represented by the minimum point on the ATUC curve of the plant.[8]

Interest in capacity and excess or idle capacity continued to be expressed during the 1920's by the firms and trade associations of particular industries — e.g., flour milling — but capacity was not again the subject of any significant economic analysis until the 1930's. The paradox of poverty amidst plenty seemed to attract

[7] J. M. Clark, "The Economics of Overhead Costs" (Chicago: The University of Chicago Press, 1923).
[8] Ibid., p. 91.



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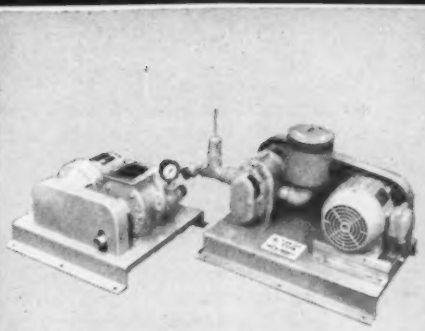

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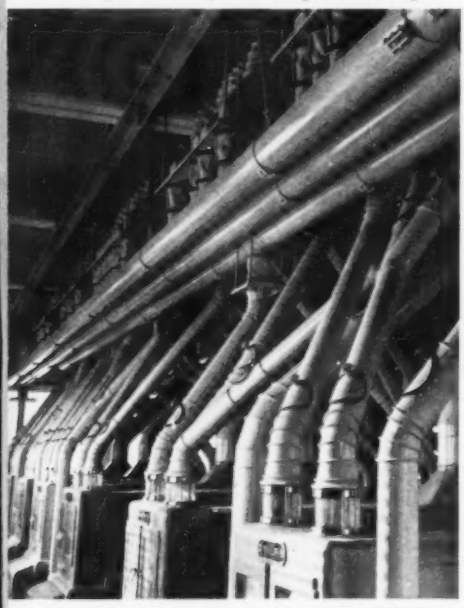

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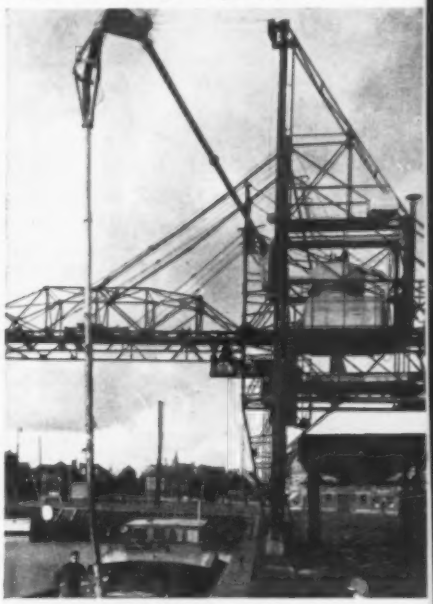

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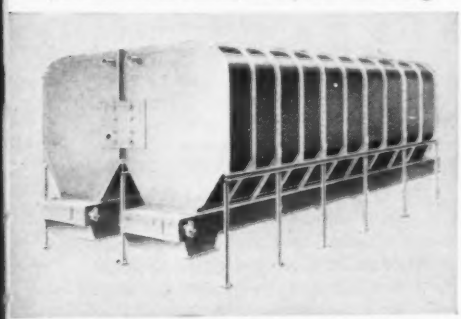

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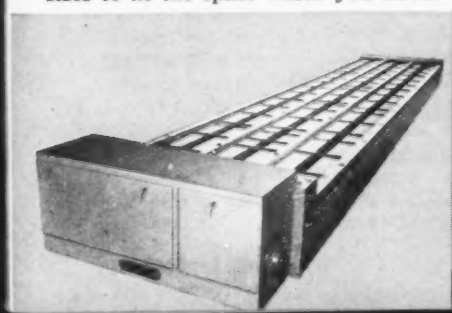

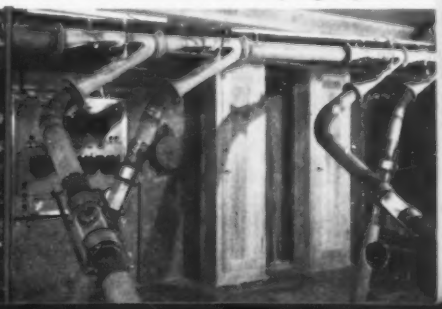

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the attention of economists to the problem of capacity utilization, and two books relating to the problem of excess capacity, "America's Capacity to Produce,"[9] and "The Theory of Monopolistic Competition,"[10] were published in 1934.

One of these books, "America's Capacity to Produce," was primarily empirical and devoted to measuring the productive capacity and its rate of use in the U.S. economy in prosperous times. Nourse constructed industry by industry measures of capacity which certainly provide a useful starting point for any excess capacity study, but he failed to provide adequate solutions for many of the theoretical problems which he encountered.

On this point we refer to Edward Zabel, "Concepts and Measurement of Productive Capacity" (unpublished Ph.D. dissertation, Princeton University, 1956), pp. 103-09. However, it might be well to remark here that the task which Nourse set out to accomplish was much more ambitious than that in which we are interested. Nourse was interested in the capacity of the entire economy. We are interested only in plant and industry capacity, but we will have to deal with many of the same problems which Nourse faced in handling the capacity of particular industries. Among the most difficult of these problems are:

1. The amount of obsolete equipment which should be excluded in computing industry capacity.
2. The number of shifts to be worked per day or per week.
3. The problem of seasonality.
4. The problem of shut-downs for unavoidable repairs.

On the problem of defining theoretical plant capacity Nourse does not commit himself. He does, however, attempt to quantify actual industry capacity, and in so doing gives somewhat arbitrary answers to the foregoing difficult problems — answers which are severely criticized by Zabel.

How will we handle these problems which Nourse failed to solve adequately? It appears that much of Zabel's criticism is justified and that it is almost impossible to rigorously measure industry capacity. We will attempt to quantify industry capacity, but in so doing will recognize that the quantitative results arrived at are only approximations.

It is not essential to our thesis that we be able to precisely measure capacity and excess capacity. What we will do is show that conceptually capacity and excess capacity are measurable. Then we will show how capacity and excess capacity change in response to changes in the slope and position of cost and demand curves. In other words, we will not quantify excess capacity in flour milling but will show that it has been persistently present and explain why it has persisted. «

[9] Edwin G. Nourse and Associates, "America's Capacity to Produce" (Washington, D.C.: The Brookings Institution, 1934).
[10] Edward H. Chamberlin, "The Theory of Monopolistic Competition" (7th ed.; Cambridge: Harvard University Press, 1956).

In his next article Dr. Markwalder will deal with the conditions under which excess capacity may develop. He will attempt to determine if excess capacity in the flour milling industry fits the patterns set out by others who have studied the situation.

John C. Summers Plans Retirement From Oklahoma State

John C. Summers, a veteran of 45 years' association with the baking industry, has tendered his resignation as manager of the Oklahoma State Tech baking school, Okmulgee.

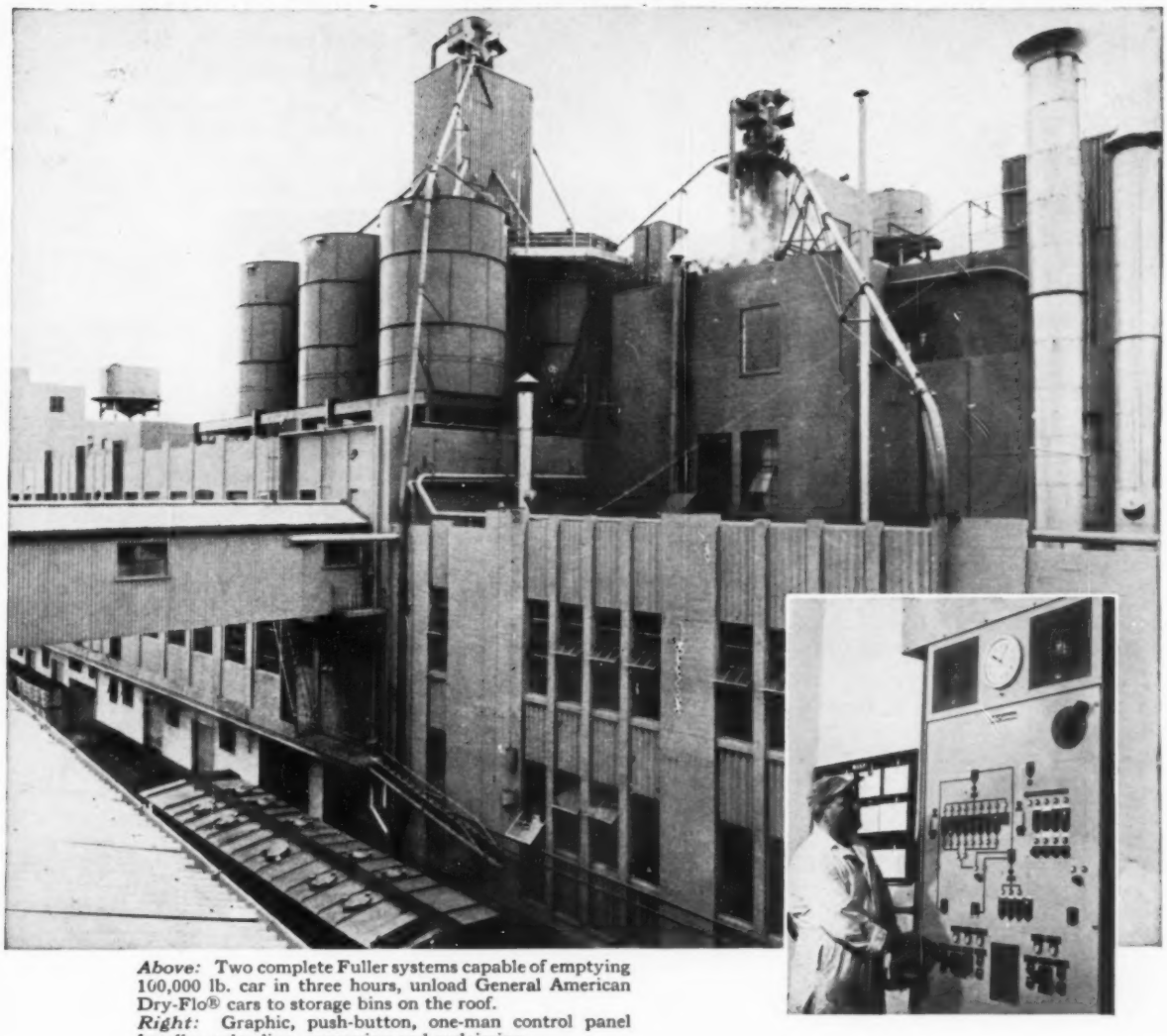
A graduate of Clemson College in 1906, Mr. Summers served 10 years in various positions in the departments of chemistry at Louisiana State University, Colorado A&M College, Texas A&M, Kansas A&M and for a year as chief chemist for a private firm in Colorado.

He trained in milling and baking at Kansas A&M, later was employed at a milling and baking school in Chicago, from which position he went to Dunwoody Industrial Institute, Minneapolis, where he served as director of the baking department.

Mr. Summers joined the research products department of Ward Baking Co., New York, following World War I as a sales service representative, continuing in this type of work later with the Fleischmann Yeast Co. and later Standard Brands, Inc.

He accepted the position at Oklahoma State's baking school upon retirement in 1948. During Mr. Summers' tenure over 250 bakers were trained at the school, some now placed as distant as Canada, a number of foreign countries, and throughout the U.S. For several years Mr. Summers served as secretary-treasurer of the Oklahoma Bakers Assn.

Mr. Summers indicates that he plans to make his home in Houston, Texas, and to serve as a consultant or in a similar capacity in baking or the allied industries. «



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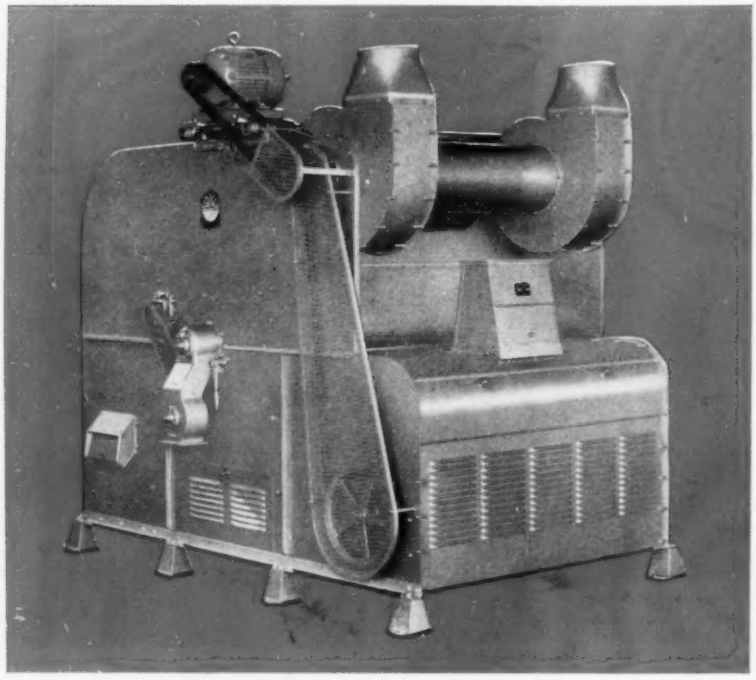

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Dr. Kenneth A. Gilles Appointed as Editor Of Cereal Chemistry

Dr. Kenneth A. Gilles, chairman of the department of cereal technology at North Dakota State University, Fargo, has been appointed editor of Cereal Chemistry, official research journal of the American Association of Cereal Chemists. He succeeds the late Dr. William F. Geddes, editor of the publication for 18 years.

Dr. K. A. Gilles

Dr. Gilles is a graduate of the University of Minnesota, where he received his doctorate in 1952. He was associated with the Pillsbury Co., Minneapolis, three years, and was in the central research laboratory of General Mills, Inc., Minneapolis, eight years before assuming his present position at North Dakota State last December.

A member of AACC since 1948, he has been active on a number of its technical committees and served as a reviewer and editorial board member.

The appointment of Dr. Gilles was announced by Dr. John A. Johnson, Kansas State University, Manhattan, president of AACC, on behalf of the board of directors. Dr. Gilles becomes the fifth editor of Cereal Chemistry since its establishment in 1924. «

Distributor Appointed By Allis-Chalmers

Reid - Strutt Co., Inc., Portland, Ore., has been appointed as the first distributor for chemical processing and food machinery of Allis-Chalmers Manufacturing Co.

The firm will serve Allis-Chalmers Pacific and Rocky Mountain sales regions, handling such equipment as gyratory and standard vibrating screens, flaking and roller mills, the continuous "Compacting" process for material agglomeration, vibrating ball mills, motors and electrical control.

Reid-Strutt has sales offices in Portland, Seattle, Spokane, San Francisco, Fresno, and Nampa, Idaho. It has a warehouse in Portland and a machine shop in Seattle.

Principals of the distributing concern are Edward D. Stauffer, president and treasurer; Kenneth E. Bratney, vice president and chief engineer; James Strutt, secretary, and Leonard E. Thompson, industrial sales manager. «

District 14, AOM, Elects Officers At Denver Meeting

Jack Higgenbotham, Colorado Milling & Elevator Co., was elected chairman of Rocky Mountain District No. 14, Association of Operative Millers, at the district's recent meeting in Denver, replacing John Wingfield, also of C. M. & E. Highlights of the program, which drew a record attendance, included reports on impact milling, materials handling and an evening of entertainment.

William Nosler, C. M. & E., was elected vice chairman. John Streit, Wallace & Tiernan, Inc., was reelected secretary-treasurer.

For the program, E. R. Dalstrom, district safety director for American Motorists Insurance Co., spoke on safety. Austin T. Drake, grain processing division of Sturtevant Mill Co., talked on "New Milling Techniques Using Impact Milling"; J. B. Woodard, Lubrication Engineers, on "The Future of Dry Film," and Emil Kliebenschaedel, Buhler Corp., on "Problems of Materials Handling." A film, "The Restless Plains," was shown through courtesy of Colorado State College.

Allied firms entertained with a cocktail party which was followed by a steak dinner attended by 80 persons. Allied men also sponsored a bingo party for which gifts were distributed to winners. Mr. Streit and Roger Pratt, Wallace & Tiernan, Inc., handled arrangements.

Ladies in attendance were luncheon guests of C. M. & E. Donald S. Eber, executive vice president of AOM, outlined plans for the annual technical conference to be held in Minneapolis May 22-25 and presented Mr. Wingfield, as outgoing chairman, with AOM's distinguished service award. «

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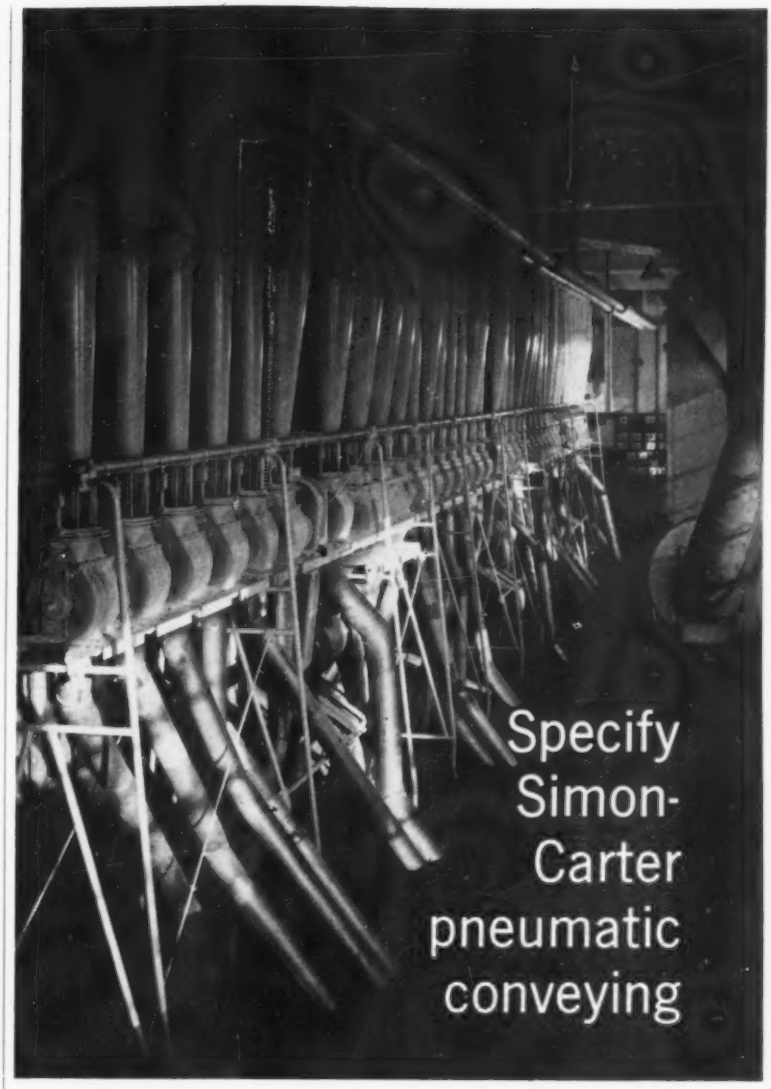

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A Milling Technology Feature

Controlling Insect Infestation In Milling Machinery With Spot Fumigants

By Richard T. Cotton

FUMIGANT BEING INJECTED INTO MILLING EQUIPMENT WITH PORTABLE APPLICATOR

Photo Courtesy E. H. Leitte Co.

IN the average flour mill the insect population reaches its lowest level during the winter, because insects are cold blooded and inactivated by low temperatures. Flour mill insects rarely breed at temperatures below 60°F. and their feeding activities are correspondingly reduced. However, high temperatures which naturally prevail in the milling units of flour mills operating on a 24-hr. basis make it possible for some insect activity to persist in such mills even during the winter months. It is from these foci of infestation, surviving the winter, that population outbreaks develop.

A general fumigation of the mill with hydrocyanic acid, methyl bromide or chloropicrin will go far toward eliminating insect populations. However, to maintain freedom from serious insect problems until the next general fumigation, a program of periodic local fumigation of milling equipment is essential. Some flour mills have found it possible to hold mill insect population to a low level by a combination of spot or local fumigation and strict sanitation.

Local fumigation refers to local application of fumigants to the individual pieces of machinery or equipment involved in the milling process of flour mills. In the modern concrete mill, where insects cannot find refuge outside milling machinery, in old woodwork, between partitions, or underneath wooden floors, this method of fumigation, when properly done, can be highly efficient. In old wooden mills, so constructed that insects find harborage in situations outside milling equipment, insects quickly migrate back to the machinery after local treatments. In such cases local fumigation alone is not an effective control.

The prospect of spring has s o m e enjoyable features — and s o m e not so enjoyable. Among the latter is rapid expansion of the insect population, a situation which must be checked annually to prevent it getting out of hand. All mills face the problem to some degree despite energetic efforts at eradication. There are many places for the insects to hide, a number of them difficult to reach, where flour or grain dust offers an attraction.

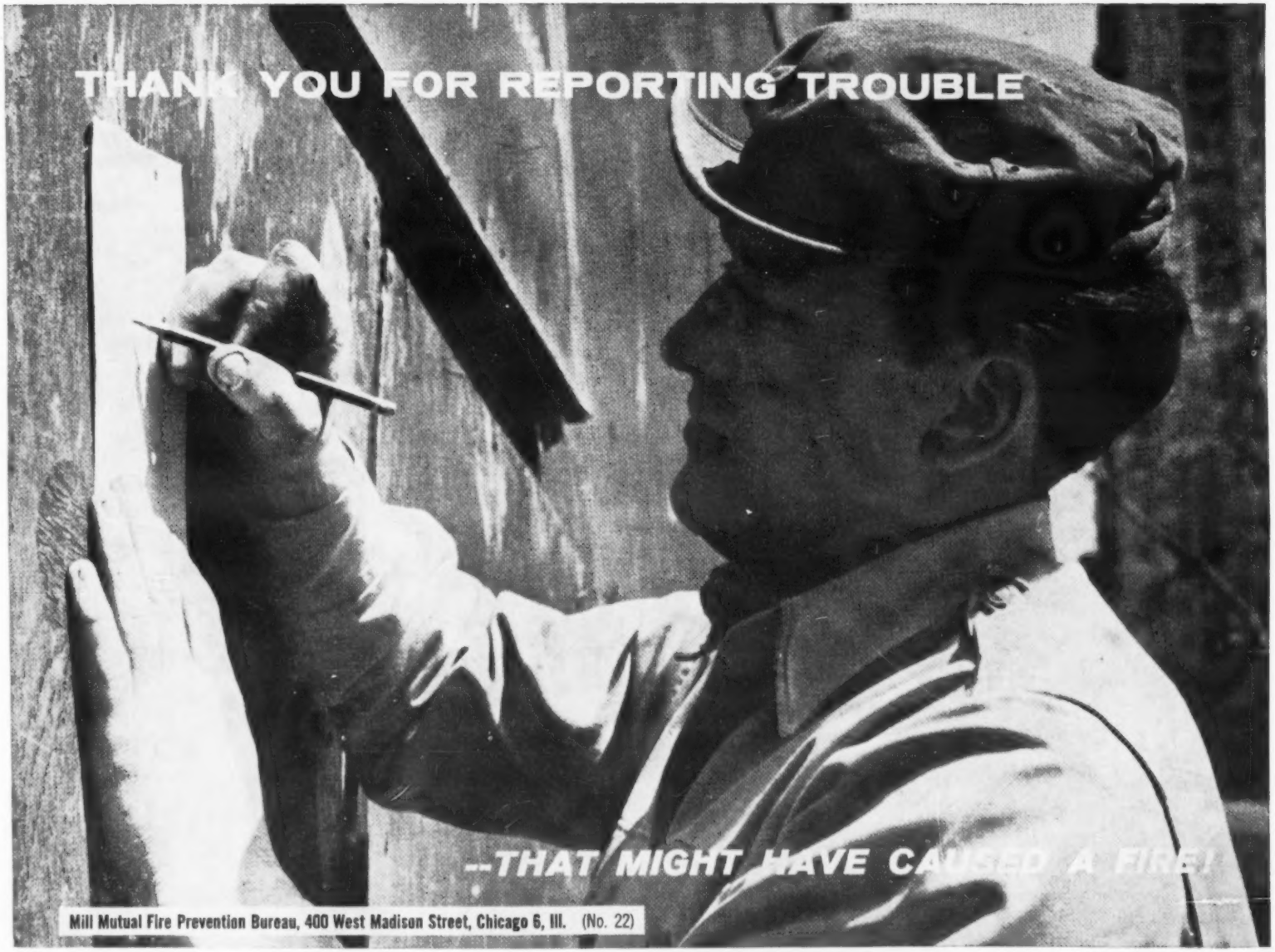
Treatment of Equipment

The treatment of milling equipment with local fumigants can be done by mill personnel trained and instructed in the work. The economy and convenience of this feature can be easily appreciated. It is not necessary to interrupt schedules or to delay treatment.

Such fumigations can be conducted during the week end or at night after the plant is shut down, unless the mill is on a 24-hr. running schedule. In some cases local fumigants can be applied in certain sections of the mill without stopping operations all over the mill, although this is not usually desirable.

Frequency of treatments will depend upon geographical location of the mill and season of the year. In the North it is customary to treat flour mills with local fumigants every three weeks during the summer and every four weeks at other times. In the South it may be necessary to treat every three weeks throughout the year.

In former years local fumigants were applied chiefly by hand, by pouring or spraying liquid fumigants into the individual machines. Later, permanently installed piping systems con-


THANK YOU FOR REPORTING TROUBLE
--THAT MIGHT HAVE CAUSED A FIRE!
Mill Mutual Fire Prevention Bureau, 400 West Madison Street, Chicago 6, Ill. (No. 22)

Programming Fumigation (continued)

necting each machine with a pressurized tank were used to automatically apply the fumigant. These methods, while still in use, are not as popular as the semi-portable and portable automatic applicators. Many other devices for the application of fumigants to individual machines have been proposed from time to time, of which some are still in limited use. Here is a brief description of the methods mentioned:

Bottle or can applicators: The fumigant is supplied in 1½ oz. cans or pint bottles, or is placed in graduated bottles holding 32 fl. oz. Measured quantities of the fumigant are applied to the various milling units through regular openings or predrilled holes. Fumigants used are chloropicrin, a 7-3 mixture of ethylene dibromide and methyl bromide, a 3-1 mixture of ethylene dichloride and carbon tetrachloride or a 3-17 mixture of ethylene dibromide and carbon tetrachloride.

Hand sprayers: The fumigant is placed in a one or two gallon capacity spray tank, equipped with a positive delivery pump, pre-calibrated to deliver a definite quantity of fumigant per stroke, through pre-drilled holes or regular openings in the milling units. This system is especially adapted for the use of 7-3 mixtures of ethylene dibromide and methyl bromide or 6-1-3 mixtures of ethylene dibromide, carbon tetrachloride and ethylene dichloride.

Portable applicators: Portable pressurized tanks containing 5 or 15 gal. of fumigant and connected with semi-automatic applicators deliver predetermined dosages to various milling units. Polyethylene or other suitable tubing connected to the applicators terminates in a nozzle which delivers the dosage through pre-drilled ¼ in. holes.

In some cases a pressurized fumigant storage tank of 15 or 25 gal. capacity, placed on the top floor of the mill, is equipped with a copper feeder tube leading down through the center of the building and supplying each floor by means of an outlet valve. A portable semi-automatic metering device carried from floor to floor is attached to the outlet valve with sufficient ¼ in. polyethylene tubing to reach each milling unit requiring treatment. A 5/16 in. hose from the applicator terminates in a nozzle. Before the nozzle a compression switch is used to activate the electrical timer and metering device.

The amount of fumigant delivered in each cycle is pre-determined by adjusting the timer control. This amount can be varied from 1 to 8 fl. oz. per cycle and multiple dosages can be applied by running the applicator through two or more cycles. Portable and semi-portable equipment is usually loaned or rented by the companies supplying the fumigant. Fumigants commonly used with portable applicators are the 7-3 mixture of ethylene dibromide and methyl bromide or the 6-1-3 mixture of ethylene dibromide, carbon tetrachloride and ethylene dichloride.

Permanent installations: In one type, portable fumigant dispensing tanks are used to force the fumigant into fabric tubes installed permanently inside conveyors or other milling equipment. In a second type, a fully automatic method, fumigant is dispensed in vapor form from a central supply connected by permanently installed tubing to individual milling units.

The use of portable applicators or permanent installations greatly reduces the time and labor involved in the application of local fumigants.

Calculating Dosages

In calculating dosage to be applied to each milling unit the miller should be guided by recommendations of the manufacturer of the particular formulation being used. However, experience and a careful check of results obtained from time to time will enable the miller to vary the dosage to suit conditions existing in his plant. Excellent results can be obtained with any of the formulations referred to if used at the proper dosage. Suggested dosages for a few of the local fumigants in common use are given in the table on page 34.

In applying the 7-3 mixture of ethylene dibromide and methyl bromide with a portable semi-automatic applicator, the manufacturer claims that points of application are greatly reduced compared with other fumigants commonly in use as local fumigants. In some cases application of fumigant to heads and top portions of the legs of the elevator system may be sufficient to give effective results throughout all the equipment. In most mills sifters and a few other machines will require individual doses, also. Screw conveyors normally require no treatment. Experience will soon show where applications of fumigant are needed. The manufacturer should be consulted for advice regarding points of application in any individual mill.

Preparing for Fumigation

In preparing a mill for local fumigation machinery should be run dry, but residual stock in the milling system should not be cleaned out. The stock forms a seal in cracks and crevices in milling equipment, and absorbs and holds the fumigant long enough to assure an effective kill of insects. Some millers prefer to clean out milling units 10 to 15 days prior to treatment or immediately after fumigation if time permits.

Some milling units are so designed that when they shut down there is a strong up-draft of air, especially when equipment is connected to cyclone dust collectors with outside roof vents. Polyethylene plastic sheets can be tied over roof vents before fumigation is started. Sacking also may be used at strategic points to plug spouts for reducing up-drafts.

Applying the Fumigant

Mill personnel used in the work should be carefully trained before being allowed to handle fumigants. They should understand the hazards to themselves, their fellow workers, and the general public, from accidental

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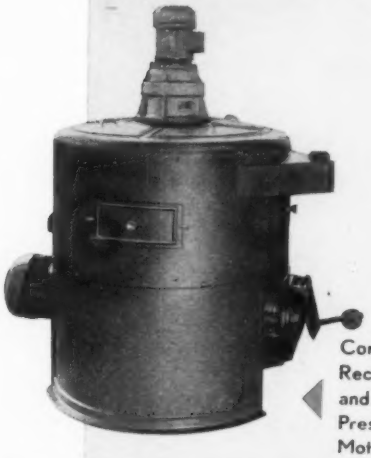
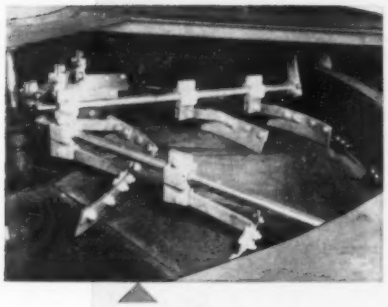
MIAG RECLAIM SYSTEMS FOR SOLIDS FROM GRAIN WASHER WATER



Combination Reclaim Sieve and Twin Screw Press with Motor Drives*

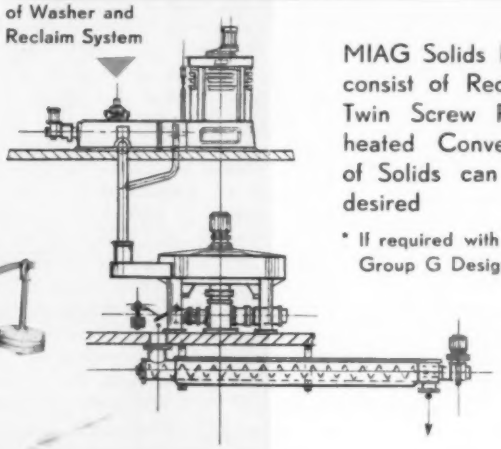
increase your Screenings Recovery by reclaiming valuable Feed separated in the Washing Process

Reclaim Sieve with Motor Drive*



Reclaim Sieve with Scrapers moving Solids to Screw Press

Arrangement of Washer and Reclaim System



MIAG Solids Reclaim Systems consist of Reclaim Sieve and Twin Screw Press. A steam heated Conveyor for drying of Solids can be supplied if desired

* If required with Motors of Class 2 Group G Design

Motor driven Twin Screw Press reduces Moisture Content of recovered Solids

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SUGGESTED DOSAGES OF LOCAL FUMIGANTS*

Milling Unit and Point Of Application	Dosage in Fluid Ounces Of Fumigant No.				
	1	2	3	4	5
Boots—through hole above pulley	1½	2-4	6	6	8
Heads—in each leg below head	1½	2-4	6	6	..
Sifters—above each section	1½	2-4	6	6	2
Rolls—above rolls, each side	1½	2-4	6	6	2
Purifiers—each conveyor and in feed-in sect.	1½	2	8	8	2
Bins—per 200 cubic feet	1½	4-8	16	16	2
Conveyors—per 20 linear feet	1½	4-8	20	20	4
Dusters—through hole at top	3	4-8	12	12	4

*Fumigant No. 1 = 7-3 mixture of ethylene dibromide and methyl bromide.
*Fumigant No. 2 = 6-1-3 mixture of ethylene dibromide, carbon tetrachloride, and ethylene dichloride.
*Fumigant No. 3 = 3-17 mixture of ethylene dibromide and carbon tetrachloride.
*Fumigant No. 4 = 3-1 mixture of ethylene dichloride and carbon tetrachloride.
*Fumigant No. 5 = chloropicrin.

exposure to high concentrations of the vapors, or from spillage of liquid chemicals on skin, clothing or shoes. They should also be warned of deleterious effects, if any, on metal or rubber parts of milling equipment by liquid chemicals.

The fumigant should be applied by two or more men working together and equipped with gas masks supplied with the proper canister for protection against the fumigant being used. Since vapors of the local fumigants recommended are all heavier than air, lower floors should receive first treatment, after which applications should be made on each succeeding floor, moving upward until the top floor is reached. Windows can be left open on each floor during application to reduce concentration in which the operators must work.

Where fumigants are applied manually, proper quantities of the formulation can be distributed to various floors before application is started. Do not permit liquid fumigants to contact rubber parts of machines or rubber conveyor belts. Fumigators should be careful to prevent spillage of fumigant on the skin, clothing or shoes. If fumigant is spilled on the skin, the affected part should be washed with soap and water. In case of contact with eyes, flush with water for at least 15 min. and obtain medical attention. Clothing and shoes wet with the fumigant should be removed and not re-used until free from contamination. Fumigators should not wear gloves. At the end of the fumigation it is good policy to take a shower and put on clean clothing.

To avoid problems from expansion of fumigants in containers exposed to high temperatures, it may be desirable to refrigerate or keep supplies in cool storage prior to use. After applying fumigant, close and lock all places of entrance. Post warning signs and have a watchman on guard.

After fumigation, the machinery should be left undisturbed for at least eight hours and preferably 24 hrs. Windows should be opened—and left open—until any residual fumigant has been dissipated. «

New Wheat Released

Lathrop, a new spring wheat resistant to Hessian fly, has been released to certified seed growers. The variety was developed by the U.S. Department of Agriculture and scientists at the Wisconsin Agricultural Experiment Station.

The new variety is a common bearded wheat that showed high resistance to the Hessian fly in three years of testing in Wisconsin.

Lathrop is similar to one of its parents, Henry, a wheat used widely in Wisconsin. The new variety resembles Henry in heading date, plant height, resistance to lodging, and in reaction to powdery mildew, leaf rust and stem rust. Lathrop also is adapted primarily for use in Wisconsin, but may prove useful also in neighboring states, it is reported.

Seed will be available to farmers from seed dealers in 1962. No seed will be supplied by USDA or the Wisconsin station. «

RUNCIMAN MILLING CO.
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MICHIGAN SOFT WHEAT FLOURS
Plain and Self-Rising
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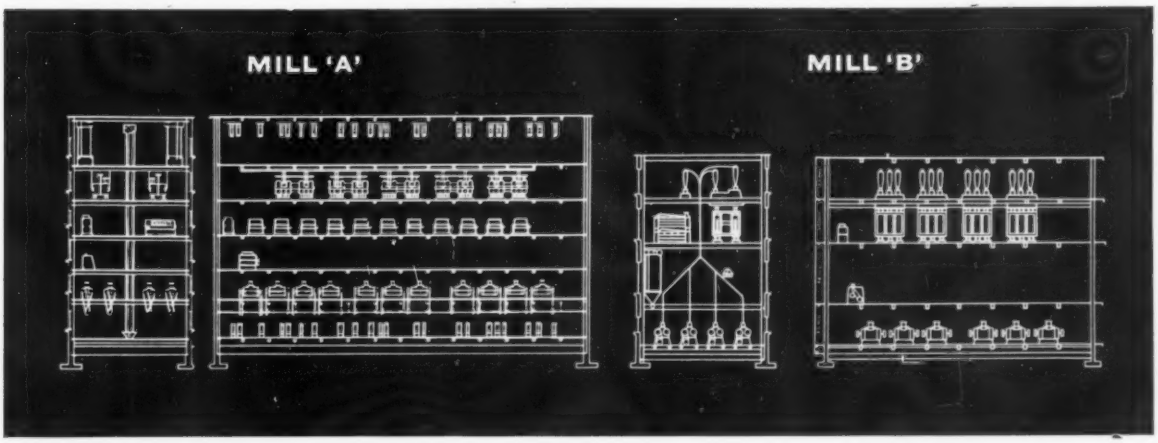

Take a good look at the two mill layouts shown above. Both mills produce the same output but Mill 'B' costs less than half the other! Why? Because Mill 'B' has modern high capacity Robinson equipment which gives the same output from fewer machines in less space and with reduced overall capital costs. The saving does not end there! With fewer but more efficient machines there are further savings on insurance, labor, maintenance, power and depreciation.

LET THE FACTS SPEAK FOR THEMSELVES!

Plant and capital cost breakdown (Screenroom omitted)

	PLANT				BUILDING		
MILL 'A'	TYPE	NO.	SIZE	TOTAL SURFACE	FLOORS	TOTAL FLOOR AREA	TOTAL COST
	Rollermills	44	10 in. × 40 in.	3,520 in.	6	sq. ft. 26,904	$675,125
	Plansifters	10	6 section 12 sieves deep	3,595 sq. ft.			
	Purifiers	11	Double 450 mm. sieves	211.2 sq. ft.			

	PLANT				BUILDING		
MILL 'B'	TYPE	NO.	SIZE	TOTAL SURFACE	FLOORS	TOTAL FLOOR AREA	TOTAL COST
	Rollermills	24	10 in. × 40 in.	1,920 in.	4	sq. ft. 8,704	$330,550
	Plansifters	4	6 section 24 sieves deep	1,355 sq. ft.			
	Purifiers	6	Double tier double 450 mm. sieves	220 sq. ft.			

SAVINGS: Capital cost $344,575. Space 18,200 sq. ft. Machines 31

(These estimates are based on European construction costs)

Robinsons have plenty more concrete facts as well as qualified men, machines and know-how to save you capital and production costs right from the start. Whether you're modernizing, expanding or planning a new mill contact Robinsons and you will get a service tailored to your requirements.

Robinson *mill-sense makes business sense*

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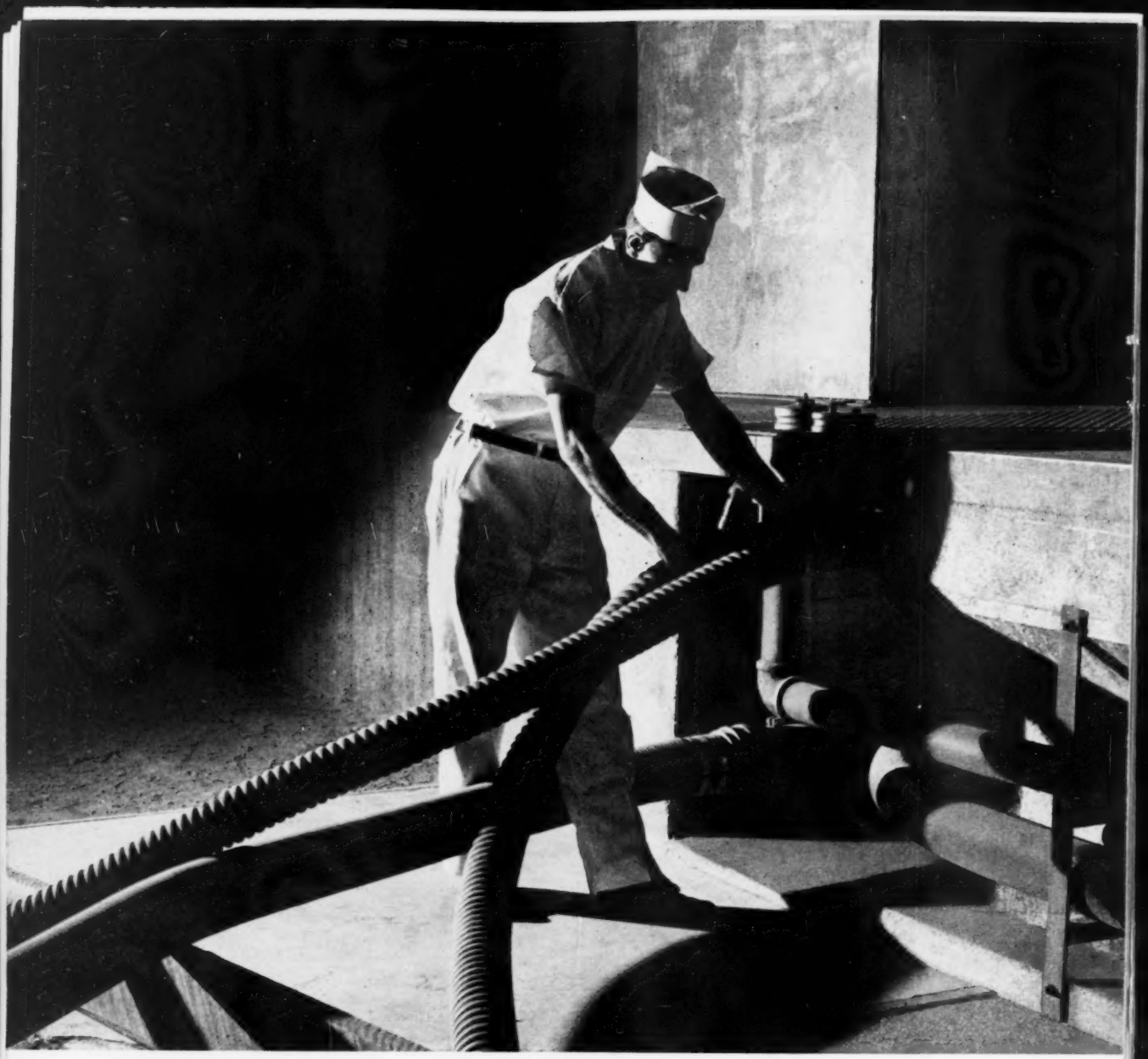

Flour when you want it helps make Commander Larabee

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You're in the picture, day or night, regardless of location, whether it's bulk truck, piggyback, barge or bag. Bakers from Minneapolis to Miami can always rely on Commander Larabee delivery of uniform, dependable flours when and where they're needed.

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. . . or Carrollton, Ohio, Michigan or Alabama . . . safe, sealed delivery is the invariable rule. We make too good a flour to take chances with it in loading, transportation or delivery.

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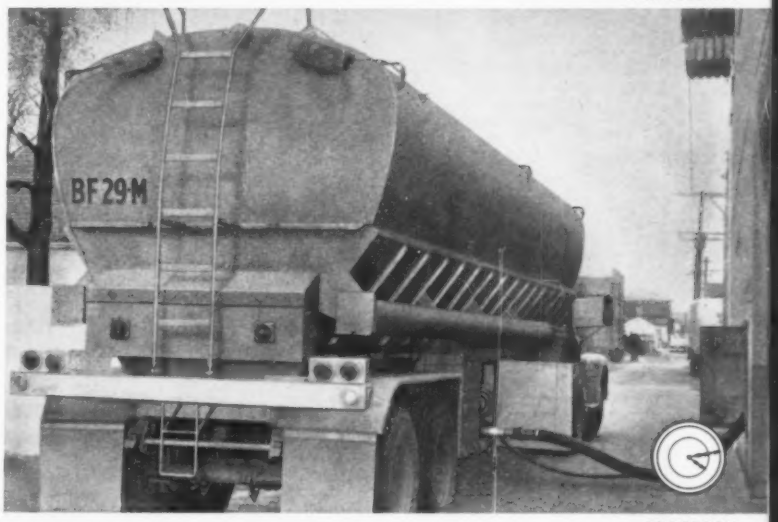
Bulk flour transfer from car to truck to bakery bin is fast and efficient because the protected cargo arrives in the same easy-to-handle condition as when it was loaded at Commander's mill.



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We can suit the means of delivery as exactly to your individual requirements as we do your individual flour specifications.

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Remember—for custom milled, uniform flours that are delivered mill-conditioned to your door day or night—mark the next order "Commander Larabee."

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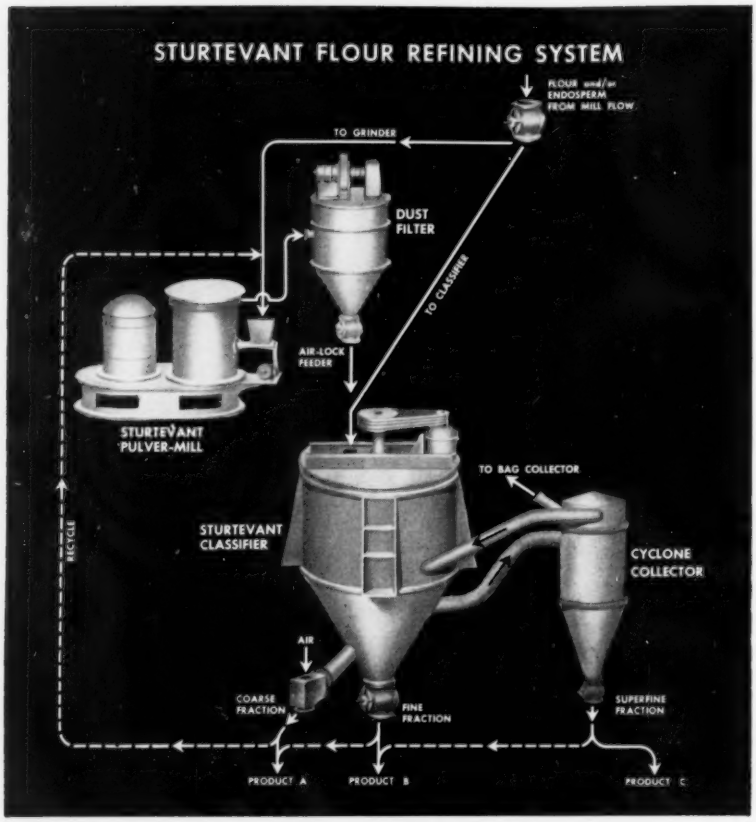
NOW...ANY FLOUR from ANY WHEAT



Refine flour to meet any spec- in any location, from any mill flow

With a Sturtevant Flour Refining System you have full operating flexibility at all times . . . can make precise separations for protein shifts, primary classifications, coarse and fine separations for new end products, no matter what your wheat source is — now, tomorrow, or in years to come.

Simple adjustments on the Sturtevant Pulver-Mill® and Classifier* enable you to triple-split *any* mill flow into fractions precisely selected for micron size, starch-protein level, viscosity, absorption. Supplemental recycling and blending possibilities make the individual specs you can meet almost infinite in number.

Initial cost of a Sturtevant system is a third of what others require, yet output is higher. Low air volume saves space, also means reduced operating costs. For further information, write: Grain Processing Division, Sturtevant Mill Company, First National Bank Building, Fostoria, Ohio.

**The precision product of 45 years of experience engineering classification systems, the Sturtevant Classifier separates desired particle sizes by exact control of air currents, centrifugal force, and their counter-action.*

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Toronto Elevators, Maple Leaf Milling Plan Amalgamation

Stockholders of Toronto Elevators, Ltd. and Maple Leaf Milling Co., Ltd. will be asked at special meetings in Toronto March 7 to approve a plan for amalgamating and continuing as one company under the name of Maple Leaf Mills, Ltd.

Each share of Toronto Elevators will be converted into one common share of the amalgamated company. Common shareholders of Maple Leaf Milling will receive 1.4 common shares for each share held. The 5% preference stock of Maple Leaf Milling will be converted on a share for share basis into Class B 5½% preference shares of Maple Leaf Mills. The proposed annual dividend on common stock of the amalgamated company is 50¢, starting with 12½¢ on July 1, 1961.

General purposes of the proposed amalgamation are to achieve economies, to increase efficiency in operations, administration and sales and to provide improved customer service.

Officers of Maple Leaf Mills will include J. D. Leitch, chairman and chief executive officer; C. E. Soward, president; G. M. MacLachlan, executive vice president; F. T. Carnegie, secretary, and G. A. Scrimger, treasurer.

Authorized capital will comprise 75,000 preference Class A $100 par shares; 18,628 preference Class B 5½% $100 par shares and 4 million no par common shares. Issued capital will be 18,627 Class B and 1,512,365 common shares. Present bond indebtedness of Toronto Elevators and Maple Leaf Milling will be assumed and the amalgamated company's funded debt will total $10,187,000.

Operating results of Toronto Elevators for the first five months of the year ending July 31 reportedly show a satisfactory improvement over last year. Maple Leaf Milling's results, including estimated receipts from loss of profits insurance for the five months, were approximately the same as for the similar period of the year ended last July 31.

Consolidated net profits of the amalgamating companies for the year ended July 31, 1960 were $1,975,229, equal to $1.24 a share on the 1,512,365 common shares of Maple Leaf Mills to be outstanding. The proforma balance sheet shows current assets of $49,765,408 and current liabilities of $36,050,256, or working capital of $13,715,152.«

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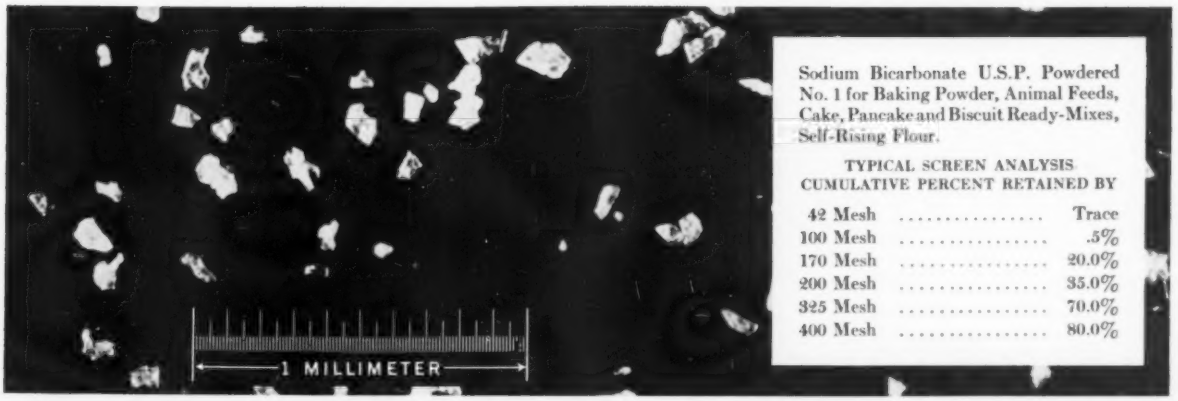
FROM CHURCH & DWIGHT



Sodium Bicarbonate U.S.P. Powdered No. 1 for Baking Powder, Animal Feeds, Cake, Pancake and Biscuit Ready-Mixes, Self-Rising Flour.

TYPICAL SCREEN ANALYSIS
CUMULATIVE PERCENT RETAINED BY

42 Mesh	Trace
100 Mesh	.5%
170 Mesh	20.0%
200 Mesh	35.0%
325 Mesh	70.0%
400 Mesh	80.0%

Sodium Bicarbonate Treated Free-Flowing (U.S.P. Powdered No. 1 blended with approximately .4% Tri-calcium Phosphate) for Self-Rising Flours and Cake Mixes.

TYPICAL SCREEN ANALYSIS
CUMULATIVE PERCENT RETAINED BY

42 Mesh	Trace
100 Mesh	.5%
170 Mesh	20.0%
200 Mesh	35.0%
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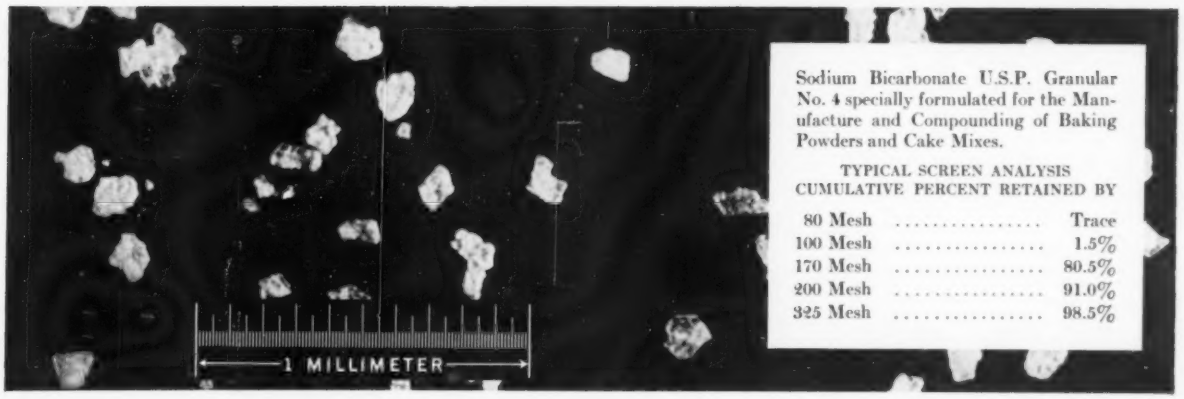


Sodium Bicarbonate U.S.P. Granular No. 4 specially formulated for the Manufacture and Compounding of Baking Powders and Cake Mixes.

TYPICAL SCREEN ANALYSIS
CUMULATIVE PERCENT RETAINED BY

80 Mesh	Trace
100 Mesh	1.5%
170 Mesh	80.5%
200 Mesh	91.0%
325 Mesh	98.5%

Don't jeopardize the shelf life or performance of your Baking Powder, Self-Rising Flour or Cake Mix with an inappropriate granulation of Sodium Bicarbonate. Insist on Church & Dwight. You'll get the widest selection of grain sizes because Church & Dwight is the country's largest supplier of Sodium Bicarbonate U.S.P. You'll also get unmatched technical service based on more than 100 years of experience in formulating Sodium Bicarbonate. Unusual grain size requirements given special attention. Try us and see. For technical data on all grades of Sodium Bicarbonate, send for brochure, "Church & Dwight Sodium Bicarbonate—How It Serves Industry Today."

CHURCH & DWIGHT CO., INC., 70 PINE STREET, NEW YORK 5, N.Y.

MEN GOING PLACES

Southwestern grain operations of Archer-Daniels-Midland Co., exclusive of Kansas City, now come under the hand of **Delbert Dagley**, appointed as manager for those activities. **Ralph Bruce**, vice president and manager of ADM's central grain division, states Mr. Dagley will be responsible for merchandising and storing grain at ADM sub-terminal elevators in Hutchinson, Fredonia and Wellington, Kansas; Clinton, Mo., and Kenedy, Texas. Mr. Dagley joined the organization in December and has been responsible for grain operations at Hutchinson. He formerly managed the grain department of St. Louis Flour Mills. **C. J. Gundelfinger** remains in charge of ADM's Kansas City grain office.

●

The Lincoln (Neb.) Grain Exchange has come forward with a slate of officers to guide its activities during 1960, headed by **Robert A. Puelz**, Equity Union Grain Co., as president. **Sam A. Darrough**, Lincoln C-G-F Grain Co., takes his position as vice president, while **Clifford H. Schroff**, Paul Grain Co., is secretary. As treasurer, the exchange has elected **J. Floyd Chance**, Gooch Milling & Elevator Co. Directors are Mr. Puelz, Mr. Darrough, Mr. Schroff, Mr. Chance, **Dwight Bachenberg**, Westcentral Co-op Grain Co.; **Clarence O'Brien**, Crete Mills; **Charles Shehnert**, Lincoln Elevator & Feed Co., and **Keith Hauschel**, Honeggers' & Co.

●

Some changes in positions have been made by the Continental Baking Co., reports **R. Newton Laughlin**, president of the Rye, N.Y.-based firm. **Hubert E. Tobey**, formerly Midwest regional engineer, has been named manager of Continental's engineering research division and laboratory at Fort Lee, N.J. The post was held by Walter Stewart, now deceased. **Roy E. Smith**, formerly assistant Midwest regional engineer, moves up to Mr. Tobey's old position, with headquarters in Kansas City. **William L. Dawson**, formerly regional cake sales supervisor for the western division at San Francisco, has been transferred to the Portland bakery as cake sales manager.

●

William P. Edmunds, president of Flo-Tronics, Inc., St. Louis Park, Minn., has announced the appointment of **Thomas A. Burton** as sales manager of Flo-Tronics' air conveying division. Mr. Burton has been a project engineer for Union Carbide Chemical Corp. at South Charleston, W. Va. In his new position, Mr. Burton will direct all sales, advertising and publicity for the company's air conveying systems and controls.

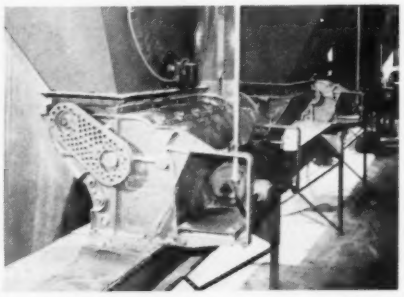
Thomas A. Burton

●

General Mills, Inc., has a newly formed specialty products division, combining the former oilseeds and special commodities divisions. **Sewall D. Andrews, Jr.**, vice president, who has headed the oilseeds operations, will serve as general manager of the new division, states **Charles H. Bell**, president. Mr. Andrews will report to **Edward O. Boyer**, executive vice president in charge of GMI's basic commodity activities. The specialty products division will operate GMI's oilseeds processing plants in Belmond, Iowa, and Rossford, Ohio, and a joint venture with the Pacific Vegetable Oil Corp., Sidney, Neb. The new division also will be responsible

Sewall D. Andrews

Mix with DRAVER accuracy dependability economy



After operating these eight Draver Micro-Master Feeders for three years, this user reported:

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is baking becoming too scientific?

Complex developments are coming fast. Here's how Russell Miller-King Midas feels about these advances—and their effect on your profit potential.

Think back over the past years . . . the new equipment, the new ingredients, the new processes added during that time. We think you'll agree, baking can't become too scientific as long as improvements pay off for you in terms of a better product . . . a bigger profit. But here's something to keep in mind. Even though new developments are coming fast—even though texture, flavor and keeping-quality are constantly being improved—the success of any of these developments still depends largely on your basic ingredient, flour. Naturally, Russell Miller-King Midas salutes the scientific advances made by the baking industry. We're familiar with every one of them. We've worked to help develop quite a few. But most important to you, we select our wheats and mill our flours to take practical advantage of every new development. We test and re-test, bake and re-bake with our flours until we know accurately how these flours will perform for you under the most advanced baking techniques. And we're happy to share this knowledge with you—along with technical assistance, production help, formula analysis, and continuing merchandising services. No matter how scientific baking becomes, the products from your ovens can be only as good as your flour. When that flour is from Russell Miller-King Midas, you're sure of unsurpassed quality and performance. Next time he calls, ask your Russell Miller-King Midas man about his flours and services (this includes mixed shipments and other ordering conveniences). Have him explain how these flours can help you take full advantage of the new horizons in baking. You'll make the most of both new baking developments and your own baking skills with quality flours from Russell Miller-King Midas.

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Fisher's

for operation of a plant at Keokuk, Iowa, which makes and sells vitamins, wheat starches and proteins, wheat germ oil and glutamic acid, and plants at Kenedy, Texas, and Karachi, Pakistan, which produce guar gums. Activities of the specialty products division, Pres. Bell pointed out, now include a variety of products based mainly on agricultural raw materials and, therefore, form a logical combination.

●

Shigeru Nakata, Honolulu, has been moved up by General Mills, Inc., to a position as bakery flour sales manager for the state of Hawaii, directing sales, bakery service and promotional programs throughout the islands. Mr. Nakata will replace **Earl W. Olson,** who moves to the mainland as sales manager for the Seattle district as of April 1. Joining GMI as a junior salesman for commercial animal and poultry feeds 10 years ago, Mr. Nakata has advanced to successively greater responsibilities in both flour and feed sales, devoting more of his time in recent years to the distribution of flour.

Shigeru Nakata

●

Burny Bros., Inc., Chicago, has advanced **Jule F. Burny** from vice president in charge of production to president, where he succeeds his uncle, **C. J. Burny**. The baking firm was founded 50 years ago by three Burny brothers, C. J., who now moves to the newly created position of board chairman, **George** and **Jule Burny**. To handle increased volume of its baking operations, the firm recently completed construction of a 150,000 sq. ft. plant in Northlake, Ill.

Jule F. Burny

C. J. Burny

●

Marion Worthan, general production manager of John J. Nissen Baking Co., Portland, Maine, has been elected president of the New England Bakers Assn. for 1961. **Roland Cote**, Cote Bros., Inc., Manchester, N.H., has been elected vice president, and under a new NEBA order of progression, will become president in 1962.

●

Some major reorganization is under way at Arnold Bakers, Inc., and **Paul Dean Arnold**, president, gives the reasons as increased sales and expansion plans. **Richard G. Dubraska** and **Charles A. Swanson** have been elevated to senior vice presidencies. For administrative continuity, each will assume over-all supervision for a division of the company, working under **J. Dudley Calhoun**, executive vice president. Mr. Dubraska joined Arnold Bakers in 1945 and was appointed vice president in 1956. As senior vice president he will administer the sales finance division. Mr. Swanson, with the organization since 1947, also became a vice president in 1956. His responsibilities as senior vice president place him in charge of the manufacturing division. Further moves are the advancement of **Niles H. Walker**, who has been assistant vice president and laboratory director, to vice president in charge of new product development.

R. G. Dubraska

Charles Swanson

●

Maurice M. Jackson has been elected chairman of the board and general manager of Deppe-Vienna Baking Co., Chicago, at the same time retaining his position as secretary of the firm. **Arthur Luxem, Jr.**, has been elected president and director of sales, **John Athas** and **William W. Lewin** as vice presidents. Mr. Lewin continues as treasurer. Mr. Jackson, a graduate of Armour Institute, joined Livingston Baking Co., Chicago, in 1921. In 1938 he became president of Vienna Model Bakery, Inc. Vienna Model Bakery and F. Deppe Baking Co. were merged in 1949 and a new firm was formed. «

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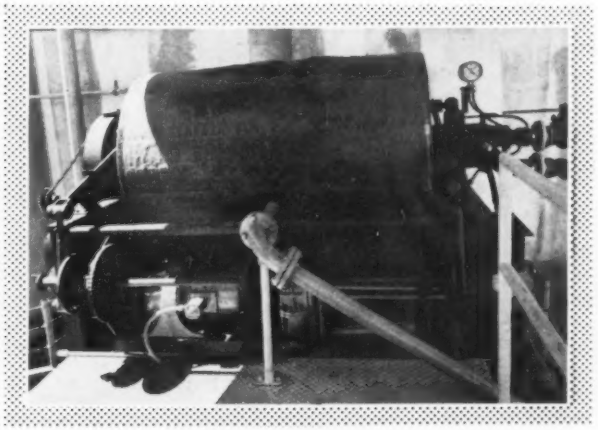

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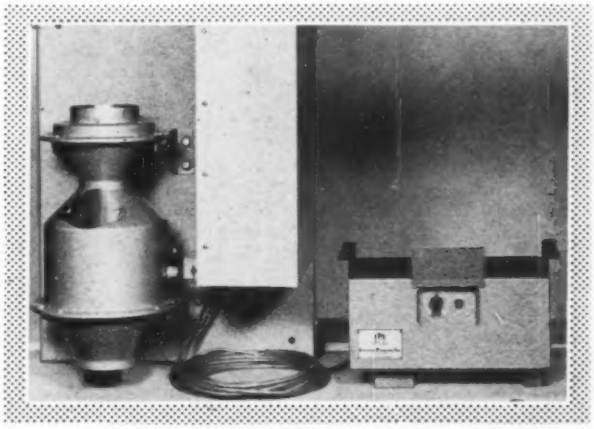

Industrial Processes, Inc.

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Wheat Flour Exports Hit Record Level

U.S. exports of wheat flour climbed to 41.9 million hundredweights during calendar 1960—a spanking new record for the postwar period since 1948—and ample evidence of intense effort by individual firms and trade organizations to sell abroad. The gain represents about 5 million cwt. more flour moved into export channels the past year than in 1959.

Moreover, total 1960 flour mill output, at 253 million cwt., also set a record by gaining 4 million cwt. over 1959. Exports absorbed the entire production increase, plus about another 1 million cwt. of "slack" due to an apparent decrease in domestic consumption, continuing to emphasize the close relationship between changes in mill production and exports of wheat flour.

Both the export and production records have been tabulated and written into the record by the export department of the Millers National Federation.

Looking at the export picture, the 1960 total of 41.9 million moved overseas breaks the previous postwar record of 37.2 million established in 1959. It outweighs by a good margin the figure of 35.1 million for 1958.

Regular commercial shipments the past year amounted to 31.2 million of the total compared with 26.5 million in 1959, accounting for very nearly all of the gain of approximately 5 million cwt. in the over-all figure. The increase in regular commercial movements, reports MNF's export department, was achieved despite the impact on shipments to some U.S. markets from the operation of newly constructed flour mills and other factors.

Foreign relief shipments for 1960, at 10.5 million, amounted to only slightly more than the 10.3 million reported in the previous year.

In terms of wheat, U.S. exports of wheat flour in 1960 represent around 96.4 million bushels. Total exports of wheat were reported at 503 million bushels in 1960, and the combined total of wheat and flour at around 600 million bushels compared with 444 million in 1959.

U.S. wheat flour moved to 112 countries and areas of the world during calendar 1960 compared with 106 reported in 1959. Increased shipments to the continents of South America and Asia, and a sizable increase in volume to Africa, more than offset slight decreases reported for the other continental areas.

Significant country changes include Syria (U.A.R.) with over a million cwt. in 1960 compared with nothing the previous year. Bolivia and Indonesia both accounted for over a million cwt. in 1960 which represented sizable gains over 1959. These major increases more than offset the declines recorded for the Dominican Republic, the Philippines and others, where a local milling industry largely replaced imports of flour.

A noteworthy gain in total shipments to Egypt (U.A.R.) accounted for the major portion of the sizable increase in exports of wheat flour to Africa, with some assistance from an increase in shipments to Nigeria as well. The number of African countries receiving U.S. flour also increased during the year. "Many changes are taking place on that continent with many newly independent nations emerging during 1960. Not only the familiar country designations are undergoing a change but some changes in the pattern of trade also appear to be taking place," says the MNF report.

Relief flour shipments showed only a slight increase (around 200,000

U.S. Exports of Wheat Flour for Foreign Relief
Calendar Year 1960

Country or Area	Relief Shipments
	Cwt.
Mexico	42,398
Guatemala	5,100
British Honduras	5,599
Jamaica	31,615
Haiti	48,562
Leeward & Windward Is.	1,500
Nicaragua	2,390
Total	137,164
Colombia	118,106
Ecuador	28,744
Peru	79,295
Bolivia	81,934
Chile	338,868
Brazil	41,509
Paraguay	37,205
Argentina	4,525
Uruguay	9,990
Total	740,176
Iceland	550
France	1,366
West Germany	214,267
Austria	63,802
Poland	314,418
Portugal	289,465
Italy	1,879,926
Trieste	24,509
Yugoslavia	1,310,445
Greece	727,158
Malta	7,199
Spain	440,103
Turkey	47,847
Total	5,321,055
Afghanistan	9,000
Syria	53,460
Lebanon	1,350
Iran	80,780
Israel	53,688
Jordan	140,476
Pakistan	10,000
Ceylon	366,771
Vietnam	252,161
Singapore	5,592
Malaya	15,963
Philippines	46,369
Macao	47,980
Korea	396,416
Hong Kong	160,432
Taiwan	193,301
Japan	202,001
Indonesia	3,113
Nansei and Nanpo Is.	188,073
India	57,986
Laos	800
Total	2,285,712
Morocco	380,267
Algeria	138,377
Tunisia	37,444
Libya	73,525
Egypt	1,365,594
Cameroons	80
French West Africa	17,396
British West Africa	10,292
Liberia	10,493
Ethiopia	1,500
Republic of the Congo[1]	1,061
Ghana	3,517
Other Western Africa	16,919
Total	2,056,465
1960 TOTAL	10,540,572
1959 TOTAL	10,315,252

[1]January-June, Belgian Congo and July-December, Republic of the Congo. Compiled by the Export Department of the Millers National Federation from official U.S. sources.

cwt.) compared with the sizable increase reported the previous year. As in the past, countries receiving significant relief flour shipments generally represent non-commercial markets for the U.S. The principal countries receiving relief flour supplies in 1960 remained comparatively the same as the previous year—Italy, Yugoslavia, Greece and Egypt.

The report continues:

"Although export trade statistics

U.S. Regular Commercial Exports of Wheat Flour

Calendar Year 1960

Country or Area	Wholly U.S.	Other
	Cwt.	Cwt.
Canada	34,828	1,052
Mexico	6,311	2,062
Guatemala	30,069	....
British Honduras	118,502	60
El Salvador	325,768	....
Honduras	146,236	....
Nicaragua	173,307	....
Costa Rica	353,081	....
Panama Republic	331,989	....
Canal Zone	10,581	....
Bermuda	1,174	....
Bahamas	1,046	....
Cuba	1,304,418	400
Jamaica	396,639	97,723
Haiti	931	....
Dominican Republic	121,027	200
Leeward & Windward Islands	21,011	....
Barbados	108,800	....
Trinidad & Tobago	497,040	....
Netherlands Antilles	172,790	1,749
Total	4,155,548	103,246
Colombia	393,661	....
Venezuela	82,813	33
British Guiana	447,654	....
Surinam	154,405	....
Ecuador	377	....
Peru	134,290	....
Bolivia	1,168,924	....
Chile	118,242	....
Uruguay	3,992	....
Argentina	158	....
Brazil	1,199	....
Total	2,505,715	33
Iceland	158,531	....
Sweden	10,363	....
Norway	225,073	....
Denmark	1,435	....
United Kingdom	484,600	....
The Netherlands	1,738,922	....
Belgium and Luxembourg	5,801	....
France	60	....
West Germany	7,602	....
Switzerland	439	....
Spain	594	....
Portugal	43,788	990
Italy	345,865	....
Yugoslavia	1,350	....
Greece	1,772	....
Malta	720	....
Poland	2,404	....
Turkey	28	....
Total	3,029,347	990
Syria	1,165,699	....
Lebanon	510,757	....
Iraq	1,758	....
Iran	9,122	48
Israel	23,730	....
Jordan	446,182	....
Kuwait	258,257	....
Saudi Arabia	1,277,027	....
Arabian Peninsula Sts.	222,215	....
Bahrein	176,877	....
India	46,909	....
Pakistan	277,255	48
Ceylon	455,791	....
Thailand	24,660	....
Vietnam	867,821	....
Laos	7,269	....
Cambodia	197,009	....
Malaya	6,711	....
Aden	1,220	....
Burma	126	....
Singapore	24,549	....
Indonesia	1,847,399	....
Philippines	988,256	60
Macao	440	....
Korea	286,327	....
Hong Kong	118,899	....
Japan	1,173,240	....
Nansei and Nanpo Islands	46,809	....
New Zealand	498	....
Trust Terr. of Pacific Islands	20,993	252
French Pacific Islands	40	....
Total	10,438,845	408
Morocco	8,827	....
Algeria	483	....
Tunisia	2,120	....
Libya	184	....
Egypt	8,984,122	....
Canary Islands	1,999	....
Spanish Africa	1,198	....
Cameroons	2,015	....
French Equatorial Africa	150	....
French West Africa	1,120	....
Ghana	491,211	....
Nigeria	1,054,836	....
British West Africa	81,178	....
Madeira Islands	28,509	....
Angola	22,262	....
West Portuguese Africa	16,156	....
Liberia	34,263	70
Republic of the Congo[1]	315,265	....
Somalia	4,245	102
Ethiopia	4,514	....
Seychelles and Dep.	2,030	....
British East Africa	11,144	....
Union of South Africa	336	....
Rhodesia and Nyasaland	300	....
French Somaliland	10,760	....
West Equatorial Africa	372	....
Total	11,079,599	172
1960 TOTALS	31,254,054	104,849
1959 TOTALS	26,526,068	311,240

[1]January-June, Belgian Congo and July-December, Republic of the Congo. Compiled by the Export Department of the Millers National Federation from official U.S. sources.

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Millers of Rye and Buckwheat Flour

for U.S. wheat flour by countries of destination are carried in the accompanying tables in two broad categories, it is important to note how many different kinds of programs are now involved with the export of wheat and wheat flour.

"Shipment for dollars is the most important of these programs, of course, and in the current year it would appear that sales of wheat flour for dollars ran around 14 million cwt. or one-third of the total. Sales of wheat for dollars were around 125 million bushels, representing 25% of total reported wheat shipments in 1960. Out of total dollar sales, flour accounted for over 20%. The higher ratio of dollar sales of flour compared with wheat emphasizes the stability and continuity of U.S. exports of wheat in the form of flour. By far the majority of the country destinations (85-90) shown in the table reporting regular commercial shipments of flour are dollar purchase areas.

Government Programs

"Shipments under Title I of Public Law 480 this past year represent about 12 million cwt. or approximately 28% of total exports. The U.A.R., Indonesia and Ceylon accounted for most of this total. Title II for famine aid and special government assistance involves a number of programs, and shipments under this category are estimated at slightly over 1 million cwt. during the year. The Title III program provides for both donation and barter. The donation program is the most important of these two and represents roughly 25% of total exports for the year.

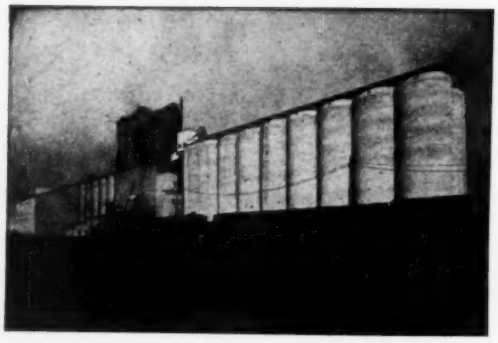
"In addition to PL 480, the Mutual Security Act provides for two general types of programs. One involves so-called Section 402 shipments (ICA financing) and the other the Middle East refugee program. The remaining 14% of total flour shipments are accounted for by these two programs, along with the Title II program which is also administered by Mutual Security Administration, and barter shipments.

Worthwhile Effort

"Following the problems in commercial markets and the operation of government programs as well as the other factors involved in export of wheat flour requires much time and attention. However, this effort has proven worthwhile inasmuch as each of the last six years has shown an increase, with five of those years setting new postwar records for total flour exports from the U.S.

"Not only have the government programs had a compensating effect in offsetting the declines occurring in some of the commercial markets due to foreign mill construction and restrictive import measures but also, in some cases, countries have actually become importers of U.S. wheat flour that never before have imported flour. Pakistan may be mentioned in this category; also Vietnam which previously imported some flour from France but has now become an active market for U.S. flour. Market development activities in association with some of these government programs have been carried out as a means of expanding consumption, creating new markets for wheat products and reducing import restrictions in order that U.S. trade in wheat flour may continue to develop," the report concludes. «

STRATTON-THEIS GRAIN CO.



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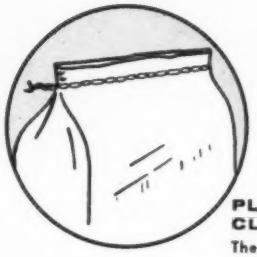

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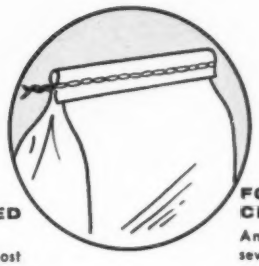
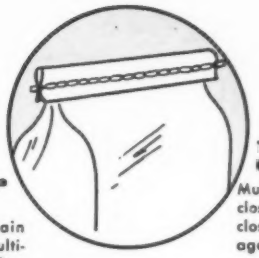
The simplest and most popular sewed closure for textile, paper-lined textile and paper bags of all sizes.



FOLDED TOP CLOSURE

An excellent plain sewed closure for multiwall paper bags. Bag top is folded over and sewed through to form a strong, neat closure.



TAPE-BOUND CLOSURE

Multiwall paper bags closed with tape-bound closures add to package sales appeal and provide a bag that can be handled without fear of closure breaks.

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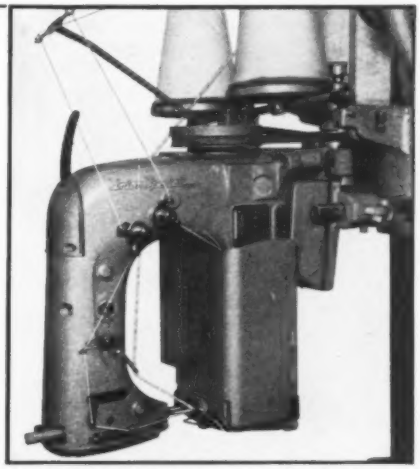
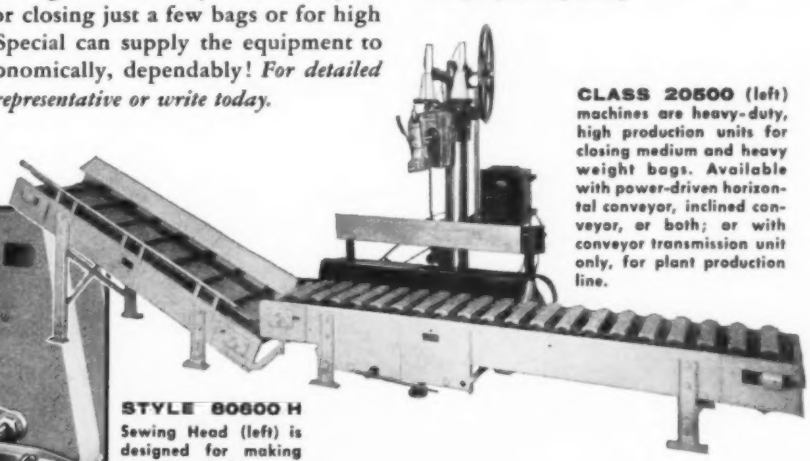
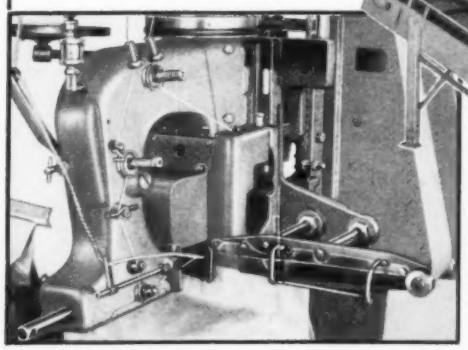
In the Union Special line you will find machines for closing all sizes and kinds of bags from small textile or paper bags up to the largest multiwall paper bags in use today. Whether your production schedule calls for closing just a few bags or for high continuous output, Union Special can supply the equipment to do the work efficiently, economically, dependably! *For detailed information, see our nearest representative or write today.*



STYLE 53600H (above) sewing head is designed for high speed bag closing.



CLASS 20500 (left) machines are heavy-duty, high production units for closing medium and heavy weight bags. Available with power-driven horizontal conveyor, inclined conveyor, or both; or with conveyor transmission unit only, for plant production line.



STYLE 80600 H

Sewing Head (left) is designed for making tape bound closure on multiwall paper bags. Automatic tape clipper.

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BAG CLOSING MACHINES

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Louis Dreyfus Planning Expanded Grain Handling Facilities at Portland

The Louis Dreyfus Corp., whose grain handling facilities at Portland, Ore., were partially damaged by fire last July, has announced plans to rebuild an expanded modern grain handling plant.

Performance specifications call for facilities which will simultaneously unload barges at a rate of 750 tons an hour, unload rail cars at the same rate, and load ocean-going vessels at a rate of 1,500 tons an hour.

Storage will be provided for approximately 1.5 million bushels of grain. New ship loading facilities with six spouts will be installed, along with two shipping belts, a rail car dumper, two marine legs, four new scales, one new car loading spout, a new barge dock, new track shed, railroad tracks encircling the plant, and approximately 30 storage bins with a capacity of 1,060,000 bu.

The contractor will be selected on the basis of price, design, completion time, and other factors. George Lloyd Levin, St. Paul, is consulting engineer for the project.

The corporation has applied to the Portland Army Engineer district for a permit for the dock work, and to drive two dolphins and dredge riverward of the harbor line in the river. The dolphins will be used to secure vessels loading grain at new dock operations.

The dredging operation will remove about 7,000 cu. ft. material to a depth of 15 ft. and 3,000 cu. yd. to a depth of 32 ft. below low water. «

No. 7

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A Milling Technology Feature

Buffalo Bids Them Fond Farewell, Minneapolis says 'Welcome'!

The Merry Mertz's Have Moved Again

AS DEPARTING "Dean of the Buffalo millers," Lyle C. Mertz was presented the top hat which he is wearing in this photo. Others are, left to right: Willard Meinecke, Ken. L. Nordstrom, Mrs. Mertz, Mrs. Stuart Butler and Mr. Butler, Maple Leaf Milling Co., Ltd., currently president of the Association of Operative Millers.

Lyle C. Mertz, General Mills, Inc., recently vacated his title as "Dean of the Buffalo millers" after 13 years, with a crescendo of fanfare and best wishes from his friends and other close associates.

Mr. Mertz and his wife Ruth were feted by members of District 8, Association of Operative Millers, and representatives of allied firms, at the Buffalo Athletic Club. It was all preparatory to transfer of Lyle from his position as flour milling plant superintendent at Buffalo to a position he now occupies as assistant general milling superintendent for GMI at Minneapolis.

The allied tradesmen sponsored a cocktail party in honor of the couple, at which the hosts were the Buhler Corp., Globe Woven Belting Co., Kressilk Products Co., MMC Sales Corp., Wallace & Tiernan, Inc., and R. E. Williams Co.

A dinner attended by 60 of Mr. Mertz's friends followed, climaxed by presentation of an engraved colonial

THESE ARE MILLING, ALLIED TRADES FRIENDS OF MR. AND MRS. LYLE MERTZ WHO ATTENDED FAREWELL PARTY IN BUFFALO

clock and an "official" top hat to mark termination of his tenure at Buffalo. MMC Sales' Ed. Cecka was toastmaster for the occasion, and Ken. L. Nordstrom, GMI's general milling superintendent, Minneapolis, was on hand at Buffalo to extend his greetings.

Mr. Mertz, a past president of AOM and one of District 8's staunch workers, took the opportunity to express his appreciation and to reminisce some about his years at Buffalo. Willard Meinecke, GMI's plant manager at Buffalo, took a turn at reviewing the activities of Mr. Mertz during his years in the community.

The summation of the contributions of both Mr. and Mrs. Mertz was a poem read by Mrs. Robert VanBurek, wife of Wallace & Tiernan's Buffalo representative, just prior to presentation of the gifts:

TO RUTH AND LYLE MERTZ

Knowing the Mertzes has been a real pleasure;
Many are the memories we'll happily treasure
Of their efforts so cheerful, so able and willing
Be it for cocktails, conventions, pancakes or milling!

As a driver, Lyle's famous from here to the coast;
"I can do it in one sitting!" is no idle boast,
He's no slouch on the fairway or steep mountain trail,
And when he goes hunting—he brings back the quail!

Ruth's activities have been so far-reaching—
Church—Scouts—substitute teaching;
P.T.A.—Red Cross and Women Voters—
We're sure she runs on at least four motors!

They've lived all over this U.S. of A.
From Steamboat Springs to sunny L. A.
Springfield—K.C.—and North Dakota—
Buffalo—Hamburg—and Minnesota!

Tonight we are here to kiss 'em goodbye;
They're heeding the call from the "boys up high,"
They're leaving our midst for the Middle West.
Good luck—God bless 'em—we wish them the best!

And now, Ruth and Lyle, e'er we bid fond adieu,
We have a gift to present to you.
It comes with good wishes from all of us here
And the hope it conveys our affection sincere.

We trust as this clock marks the passage of time
You'll remember the friends who kicked in a dime.
And when in the morning you're irked at its ringing,
Just get up and thank God—it's not this gang—singing!

So here's to Lyle Mertz—the Man of the Hour!
Mister B. Crocker-and-Gold-Medal-Flour!
And here's to "Dear Ruth"—his great inspiration!
Let's stand up and give them a rousing ovation!!

—Mary L. Van Burek

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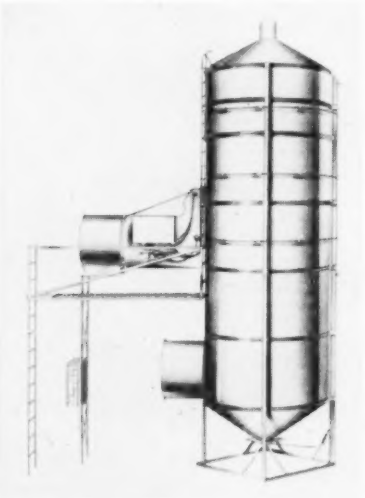
Continuous Flow Dryer

The ACE Supply & Equipment Co., Inc., is making available nationally its ACE high dryer, produced and sold initially in Kansas and Missouri. Features include expansion capabilities by

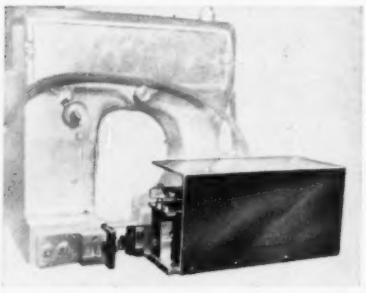


adding modular elements, push-button operation and complete safety shutdown and alarm. ACE high dryers are available in three sizes from 250 to 600 bu. an hour drying capacity.

Circle No. 4762
on Reply Form for Details

Thread Clipper

Minneapolis Sewing Machine Co. has introduced an automatic thread clipper attachment for its Model M-100 and stationary bag closers. Advantages claimed for the attachment are



thread savings of four inches per bag closed and savings in time and labor over hand methods because the thread is automatically clipped at both front and back of the closure. The clipper is operated by a micro switch for positive action. Elimination of long, dangling thread ends, says the company, makes the package more attractive to the consumer and prevents the bag from catching on conveyors and loaders. Precision-made with a cast aluminum housing, the thread clipper attachment is installed with two screws and can be adapted to all Minneapolis Model M-100 and Minneapolis stationary machines.

Circle No. 4763
on Reply Form for Details

Material Level Control

Flo-Tronics, Inc., through its electronic controls division, reports development of a fully self-contained capacitance probe-type material level control for direct mounting on bins, hoppers, tanks or other containers. The device is Flo-Level Model L201 and can be provided in both high-level and low-level units. The company states that the probe is integral with an explosion-proof control casing, and that the entire instrument is mounted as one unit at the point of control desired. Presence or absence of material is detected by the probe through changes occurring in the electrostatic field. A signal is given to the control circuit, which activates a two-way fail-safe snap action relay to effect operation of the filling or shutoff device. A threaded hub on the control permits mounting at any point desired simply by screwing the entire probe and control assembly into a standard pipe coupling attached to the wall of the container. Standard probe length is six inches, with longer lengths available on request. L201 controls are supplied for either 110 or 220 volt power supply.

Circle No. 4764
on Reply Form for Details

Catalog on Controllers

Minneapolis - Honeywell Regulator Co. has issued a 56-page catalog describing its complete line of "ElectroniK" controllers, both pneumatic and electric, for the process industries. The catalog is detailed, illustrated, and covers modular design features and the firm's proportional plus reset plus control units, partial chart listings and pneumatic and electric contact control forms. The catalog is C-15-2a.

Circle No. 4765
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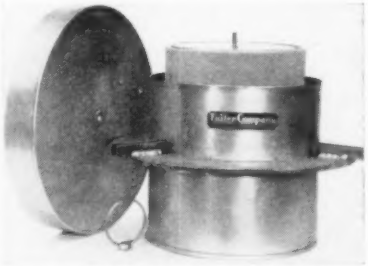
Bulk Flour Car Air Filters

Two portable air filters with direct application to the loading and unloading of bulk flour cars and trucks have been developed by the Fuller Co. The



Car vent filter is placed directly on open bulk car hatch.

intake filter is designed to filter air drawn into the flour conveying system during loading. The second filter, designed to keep the material "kitchen clean," filters the air drawn into the

Conveying air intake filter is designed to attach to the car unloading nozzle by means of a slip coupling.

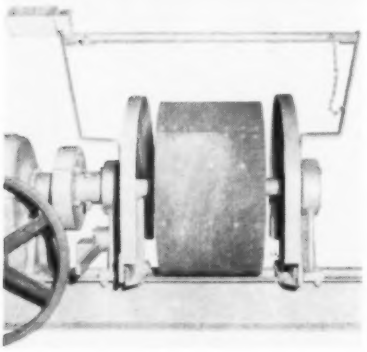
bulk carrier during the unloading operation. The manufacturer states that

applications for the two filters are predicted for filtering inlet and make-up air "on any vacuum unloading system where sanitation or prevention of product contamination is important." Both filters are portable and feature a replaceable cartridge of high efficiency and permeability that can be washed and re-used.

Circle No. 4766
on Reply Form for Details

Manlift Safety Stop

A safety stop device for employee manlift elevators has been designed and developed by Humphrey Elevator Co. Purpose of the device is to prevent a rider from going over the top if he neglects to get off at the top landing. Designated the SAH-12, it consists of a lightly supported tubular steel bar and an electrical limit switch.



If a rider should reach the top of the manlift, some part of his body would hit the tubular bar and knock it off its support. At that instant, says the company, the limit switch shuts off the power and immediately stops the manlift. Once the stop device has operated, the manlift elevator cannot be restarted until the drop-out relay has been reset. Clearance between the top of the manlift head assembly and the stop bar is sufficient to permit empty steps to pass over the head pulley in the normal manner.

Circle No. 4767
on Reply Form for Details

Guide to Scales

A complete guide to the latest Detecto weigh-counting scales now is available without charge from Detecto Scales, Inc. It describes the firm's complete line of heavy duty and Detecto-Gram counting scales. Included in the handy guide are heavy duty scales with a weigh-counting gross capacity of 2.5 tons. At the other end of the range Detecto offers scales that can count pieces as small as 1/100th oz. Scales are available in odd or even ratios for counting unknown or predetermined quantities. Single, double or triple ratios are available. The reference source is said to help in analyzing almost every weigh-counting situation.

Circle No. 4768
on Reply Form for Details

Bag Closure Equipment

West Virginia Pulp & Paper Co. has developed modification equipment that will permit manufacturers and users of multiwall bags to apply the four-ply, double-strength closure Impactape in their own bag plants. The Impactape modification equipment has been specially designed for both H and E heads of Union Special Series 80600 sewing machines, according to West Virginia. Impactape for reducing bag breakage at the sewing line was introduced by West Virginia recently, and development of modification equipment has followed to make Impactape available on an industry-wide basis.

Circle No. 4769
on Reply Form for Details

Sample Extractor

Testing Machines, Inc., has developed a sample extractor, available for quality control or testing programs. It is used to take samples from deep within shipping sacks, bags, bales and containers of such materials as grain and seed. It is said to be rust-proof, corrosion resistant, light in weight and simple to operate, requiring a flick of the wrist to obtain a sample which

can be liquid, granular or powder. Two models go to a maximum depth

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Circle No. 4770
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Modified Manlift

Shanzer Manufacturing Co. reports the availability of some key safety

and operational modifications for its 1961 Shanzer Manlift Elevator. Designed to facilitate movement of individual personnel between any number of floors, the 1961 model features slotted steel channel box guides to "hood" the wheels for protection against "pull out" or untracking. Other features include reversible platform steps coated on both sides with a long-wearing, non-slip compound; choice of belt widths; three drive arrangements, and two automatic safety stop devices.

Circle No. 4771
on Reply Form for Details

Grain Viewer

Gerber Sheet Metal, Inc., has introduced a grain viewer that uses a special light and angled mirror to expose both sides of a grain kernel at once. The firm claims that the grain viewer will speed grain sampling and produce a more accurate picture of quality. To use the viewer, sample kernels are spread on the plate glass viewing surface and a light is turned on. The viewer plugs into any 110 volt outlet.

Circle No. 4772
on Reply Form for Details

Grain Fumigation

A cylinder fan especially designed and adapted for re-circulation of grain fumigation is featured in a brochure on Dawson 37 fumigant recently issued by Ferguson Fumigants, Inc. The cylinder is constructed to provide greater pressure and results in a faster flow of the fumigant during the circulation process. An extra large head space is provided, and it is packed under extra pressure so the cylinder will empty itself completely even in cold weather, states the manufacturer. Use of a high capacity valve empties the cylinder three times faster than commonly used valves, it is claimed. Ferguson reports that the gas flow can be regulated to obtain thorough dispersion in the time of a

single pass of air through the stored grain, usually about six or seven minutes, eliminating the necessity for multiple passes to obtain adequate dispersion of gas in the grain and eliminating much leakage and gas loss usually resulting from the longer operation.

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Does Pattern of Feed Grain Legislation Indicate Administration's Thinking For Solving Wheat Problem?

By F. C. Bisson

Chicago Correspondent

THEY TELL A TALE about an elderly circuit-riding Kentucky judge of an earlier day who, halting his tired horse in front of a crossroads tavern, tossed the reins to the little colored stable boy, who came running, and entered the taproom. After drinking his lunch, he proceeded to participate in the afternoon festivities in this 1850 version of a cocktail lounge—entering into the spirit of the thing with more enthusiasm than judgment.

Leaving the next morning, he insisted on saddling his own horse but somewhat befuddled from the excess of mint-juleps the previous day, he finished with the pommel and stirrups towards the south end of his apparently northbound steed. After numerous futile attempts to get off the ground, he finally made it . . . facing the rear.

The little stable boy came rushing out of the paddock, calling out: "Mistah Jedge, you done got the saddle on backwards!" With a supreme effort to hold his dignity and his balance, and figuratively wrapping his judicial robes about him, the old fellow glared at the little chap and roared: "Boy, are you presuming to know in what direction I am riding?"

Now this correspondent believes that few of our readers are perfectionists and none is so unreasonable as to expect better than 99% similarity in any analogies that may be drawn. He feels in this instance that the situation in which the oldtime Blue Grass dispenser of justice found himself and the one in which the administration in Washington finds itself as a result of the well-intentioned but highly impractical method of solving the "feed grain problem" have just about everything in common.

Another Analogy

What is going on right now in Washington in the realm of feed grains is of prime importance to those who make flour from wheat and to those who make bread from flour.

While it is common knowledge that it is Congress that actually passes the laws, the feed grain proposals were conceived and incubated in the White House. The specifications and the blueprints represent what the President wants. And hidden in this framework, described as the most highly regimented agricultural program ever proposed, may be the administration's thinking on wheat as well.

Were it not for the fact that the 1961 winter wheat harvest is only about 90 days away, you can bet your bottom dollar that wheat, too, would have been blanketed into this bureaucratic dream along with corn and other feed grains. The wheat phase of the "big, broad program" has only been postponed, not buried.

The bill is highly reminiscent of much of the legislation that was rushed through Congress during the "first hundred days" of the New Deal and it bears the all-too-familiar tag of "emergency".

Up until just very recently, little or nothing of a specific character had been revealed as to just what the President had in mind for "saving" agriculture. In late January and early February, Washington went through the motions of attempting to find out what kind of legislative medicine the patient preferred. This exploratory effort was two pronged. One took the form of a round-up of about 100 farm leaders and spokesmen supposedly to get their advice and counsel; the other shaped up as "task force"

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Feed Grain Legislation (continued)

committees who were to conduct "independent" investigations and report back to the administration.

Patient Suggests Cures

The largest general farm organization, the American Farm Bureau Federation, once more came out vehemently against higher price supports and compulsory supports on production. The National Farmers Union, often referred to as the left wing rival of the bureau, took just the opposite viewpoint and plumped strongly for even more aggressive and all-inclusive use of these two measures. On the other hand, the National Grange took somewhat of a "middle-of-the-road" stance—not as conservative as the bureau or as radical as the union.

That conference could well be described as the all-time high in frustration for the simple reason that everyone knew in advance what each one of the "Big Three" would say. Washington knew that Mr. Shuman was not going to become less conservative in his viewpoint, that Mr. Patton was not likely to tone down his demands for bigger and better supports and that Mr. Newsom was not going to offer different suggestions than those he had previously voiced.

Of course, this conference might have had some propaganda value in that the impression could have been created among growers that their views were being sought and their interests looked after; that the administration was lending a sympathetic ear.

It was understood that Secretary Orville L. Freeman was to study the recommendations coming from these farm leaders. Perhaps he did. But judging by the form and substance of the feed grain measure, by the time it got to the other end of Pennsylvania Avenue, it is rather apparent that the voice of Willard Cochrane, former University of Minnesota professor, and now staff advisor on matters economic at the U.S. Department of Agriculture, spoke loudly. And so did that of Fred Heinkel, president of the Missouri Farmers Assn. Jointly, they drowned out anything and everything that called for less regimentation.

For Corn . . .

Under the measure, corn appears as the king size mote in the eye of agriculture. The bill calls for "voluntary" reduction in corn acreage, with two pieces of bait in the economic trap.

The first and most attractive one provides that in return for putting 20% of his corn acreage into the conservation reserve section of the Soil Bank for one year, the grower is able to borrow $1.20 bu. on the corn which he grows on the remainder of his acreage. This would be 14¢ bu. more than was available for the past two crops on all the corn he grew with no acreage limitations whatsoever.

Then, to recompense the grower for taking that corn acreage out of production, the government will pay him in cash for the corn which he does not grow on the 20% retired acreage on the basis of 60% of his "normal" production multiplied by $1.20 bu. To sweeten the pot a little more and make it additionally attractive to participate to an even greater extent, the government would permit still a second 20% acreage retirement. In this case, the farmer would be reimbursed at the rate of 66⅔% of his normal production on this second 20% reduction . . . payment to be made either in kind or in cash.

To those who are naive enough to imagine that a 20 or even a 40% acreage reduction is going to result in a commensurate reduction in the size of the corn crop in 1961 or in any other year that it is tried, it is suggested that they first scan the effectiveness of the 10.7 million acreage reduction in wheat in 1957 but which produced a crop that was only 30 million bushels smaller than the year before the acreage retirement. No wheat farmer in his right mind gave his most fertile acres a vacation at that time and corn growers are no different. It will be their poorest producing acreage that will be retired.

For Soybeans . . .

As a sort of tail on the corn acreage reduction kite, Mr. Freeman now proposes to institute a startling increase in the loan value of soybeans. Instead of the current $1.85 bu., he has announced that the support price for 1961 is to be $2.30 bu., an increase of nearly 25%. He claims

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he is doing this to encourage a diversion from corn to soybeans.

This idea has already met with strong opposition from the very people that one might think would welcome it—the American Soybean Growers Assn. The association recognizes the inherent danger of any support program that cannot help but result in the same thing happening to beans that has happened to wheat and corn—growing for government storage instead of consumption.

If there were such a book as an economic pharmacopoeia, the prescription concocted by Dr. Cochrane for restoring prosperity to the country's agriculture would violate all of its basic principles in that by means of high support prices, it purports to be able to cure both excesses and shortages. This would be almost as startling as a product sold many years ago by an itinerant medicine man who guaranteed to restore hair with an offering which, at the same time, was an efficient depilatory.

Commenting on the combination of the corn reduction and increased soybean support programs, Robert C. Liebenow, president of the Chicago Board of Trade, had this to say: "While admiring President Kennedy for his primary objective with respect to putting an end to burdensome government-owned surpluses, I cannot help but question the methods which he suggests. An acreage cutback of 20% will not be reflected in a production cutback of anywhere nearly commensurate size. Further, an increase in the loan value for corn cannot be anything but an incentive for more intensive farming methods on a grower's most fertile land while retiring the least productive.

"Eighty percent of agricultural products move in a 'free atmosphere' and efforts to solve the problems that exist in the other 20% should not be such as to create similar or worse problems in the balance which currently have none. I am referring specifically to the prospective increase in the soybean support price. A figure of $2.30 is thoroughly unrealistic and is nothing but an attempt to solve a feed grain problem by creating one in a commodity which up to now has not had to labor under the handicap of artificial factors." «

Closer Cooperation Predicted For U.S., Canadian Producers

Closer cooperation between Canadian and U.S. wheat producers has been predicted by Clifford R. Hope, president of Great Plains Wheat, Inc., following a meeting of representatives of both countries held recently in Minneapolis.

"We discussed such matters as world wheat prices, reduction of trade barriers, competition from Russia and aid programs," said Mr. Hope, adding that "Canadian representatives expressed the hope that Canada would expand its aid programs since only 4% of Canada's wheat sales were in this category during the past five years, compared to 66% of U.S. wheat sales."

The meeting was attended by W. J. Parker, president of Manitoba Pool Elevators; Charles Gibbings, president of the Saskatchewan Wheat Pool; Gordon Harrold, president of the Alberta Wheat Pool, and R. C. Brown, vice president of United Grain Growers, Ltd.

Great Plains Wheat, Inc., was represented at the meeting by Mr. Hope; G. W. Egbert, board chairman; Herbert J. Hughes, vice president; Richard Lewis, chairman of the Nebraska Wheat Commission; Lloyd Kontny, Colorado Wheat Administrative Committee; Thomas Ridley and Paul Abrahamson, North Dakota State Wheat Commission, and Anson Horning, president of the Kansas Association of Wheat Growers. «

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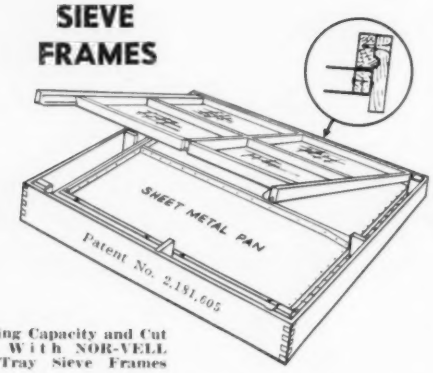


Increase Bolting Capacity and Cut Sieve Repair With NOR-VELL Demountable-Tray Sieve Frames

Now—a practical, economical sieve frame that saves you time and money and gives better service. Fits any square stack sieve. Strong construction prevents sagging of the frame. There is no joint wear or loosening of the back wire. Cloth change is quick and easy.

Nor-Vell also specializes in the manufacture of all types of sieve frames for all makes of sifters.

Write for information, specifications and prices on all Nor-Vell products. We will custom build to suit your requirements.

N NOR-VELL INC.
FORT SCOTT, KANSAS
The Name That Means Better Sifting

for better sanitation at lower cost:

SYNTHETIC PLASTIC COATINGS
applied professionally by
Western Waterproofing Company

Modern science has developed effective new materials for better, lower cost sanitation in milling production and storage areas. The new synthetic resins and plastics form slick, tough coatings that fill dirt-catching, insect-harboring crevices in floors, walls, ceilings. The smooth, unbroken plastic surface is easier to clean, and stays clean longer. These versatile products—of which there are many types for a variety of uses—can be applied over any type of construction: wood, metal, concrete, masonry. They are available in a number of colors, textures and price ranges.

Let us show you how these modern coatings can help you with the big problem of sanitation in your mill. Send coupon today. 6018

WESTERN ATERPROOFING CO., Inc.
1223 Syndicate Trust Building
St. Louis 1, Missouri

Please let me know how coatings can improve sanitation in my plant.

NAME_____
COMPANY_____
ADDRESS_____
CITY_____ ZONE____ STATE_____

Frank Henry, General Mills' Buffalo Pioneer, Dies at 91

The man who helped make Buffalo the milling capital of the world is dead at 91. Frank F. Henry, a director of General Mills, Inc., from the time of its formation in 1928 to his retirement in 1949, and for 35 years before that "king" of the Washburn Crosby dominion in Buffalo, died Feb. 22.

Mr. Henry joined the milling firm in 1893 at the time James Stroud Bell, taking advantage of new developments in lake transportation, decided to establish warehouse facilities in Buffalo, there to blend and repack flour intended for eastern and overseas markets. In Frank Henry Mr. Bell found a man of rugged resourcefulness as well as an expert in transportation. He had started his business career at the age of 17 working for the Lehigh Valley Transportation Co. which operated a fleet of steamers on the Great Lakes. By the time he was 23 he had become assistant general manager of the company and among the problems he had to face were those connected with the shipping of flour. And the move to Washburn Crosby came naturally.

Frank F. Henry

Born on his father's barque, the Lizzie A. Williams, in the Indian Ocean on May 5, 1870, he spent the first six years of his life sailing the seas, for his mother preferred no other life than sailing with her shipmaster husband. That love of the sea stayed with Mr. Henry and he liked nothing better than to boom out sea shanties from his deep chest. From his sailor heritage, perhaps, he brought a command of invective which, though never ribald, could be counted upon to demolish those who angered him.

Plunging into the work of understanding the flour business, fortified with the master merchandisemanship of J. S. Bell, it was his habit to reduce all problems to terms of theoretical analysis as the foundation of a solution. He filled the files at the home office with long, but eminently readable, dissertations on every kind of problem —tariffs, freight rates and the shortcomings of politicians.

Urged Buffalo as Mill Site

In the early 1900's Mr. Henry began urging on the J. S. Bell team the advantages of running an actual mill at the strategic location of Buffalo instead of merely maintaining transit facilities. Mr. Bell saw those advantages readily. An abundant supply of wheat could be received over the waterway; it could be processed as cheaply as in Minneapolis, and the flour would be available for eastern and overseas markets without heavy transportation costs. Canada had begun to rise in the export flour firmament and by milling in Buffalo it would be possible to meet and beat some of that competition, it was argued.

Mr. Henry knew the Buffalo waterfront like the back of his hand and it was he who chose the spectacular site upon which the mill subsequently rose . . . and by 1903 it was complete and running, to be followed by other millers and their mills.

He became a director of Washburn Crosby in 1901,

was elected a vice president in 1924 and executive vice president in 1925. From 1928 to 1931 he was president of the Washburn Crosby Co., Buffalo subsidiary of GMI, then served for six years as chairman of the board of Washburn Crosby.

In May, 1943, Mr. Henry celebrated his 50th anniversary in the milling business and his associates and friends gathered to honor him at a dinner in the Minneapolis Club and to present him with an antique silver tray.

Mr. Henry was not a trainer of men in the usually accepted sense of the word "training". But he produced some good men for GMI by virtue of the fact that he himself was so good, so dominating, that an up-and-coming man had to be efficient to keep up with him. Working with Mr. Henry was a challenge and assistants had to discover strength in themselves to maintain a place in the sun. Frank Henry was a builder of men because he forced his men to build themselves. That was the secret of his success as a teacher.

Mr. Kennedy's Tribute

One of those men was the present chairman of the GMI board, G. S. Kennedy, who was sent out to Buffalo in 1920 as Mr. Henry's assistant.

The endurability of GMI is such that there are still many men in the service of the company who can provide the bridge between the present and the life and times of the great Frank Henry. One of these men is Mr. Kennedy himself and he puts it this way:

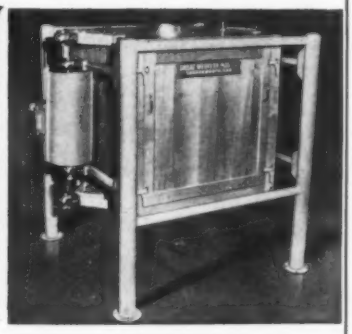
"Mr. Henry, in fact and in looks, personified the era which introduced the efficiencies of mass production onto the world market. He was an industrial giant in the true sense. He thought in Gargantuan terms and planned and dealt accordingly. He was eminently fair in his dealings, was satisfied with nothing but the best in results, had an extraordinary retentive memory, and asked for no more from others than he was willing to give of himself. A great teacher, stern taskmaster, kind father, and now a tradition. The huge General Mills installation at Buffalo is his enduring monument."

When GMI dedicates its brand new Bellera mill in Buffalo on March 8, the shade of Frank Henry will be omnipresent—in the hearts of those people who had the good fortune to know him and in the minds of those who know the magnificence of the contribution he made to the complex that is General Mills today. «

NEW! FLOOR MOUNTED SIFTER

Sanitary — Tru-Balance For Quality Control

The TRU-BALANCE floor mounted SIFTER



It's new. A brand new sanitary sifting machine, developed by the Great Western Mfg. Company for rebolting flour before packers or bulk loading operation. Also used for screening any dry materials. Feed dresser, grader, etc.
Can make up to 8 separations if required. The most perfectly balanced floor mounted sifter made.
No vibration imparted to floor or building.
Write for complete details.

GREAT WESTERN Manufacturing Company
Leavenworth, Kansas
Ernest Schroeder John E. Baker

the exclusive FLEX-A-FOAM DUST MASK
(no other product like it . . . anywhere)

Here's everything that management and worker alike could possibly want in a dust respirator!

1. Form-fitting design: Self-adjusting to any size and shape of face without pressure or irritating discomfort.
2. Attractive styling: Smartly designed to suit the most discriminating wearer.
3. Filtering efficiency: Filters non-toxic dusts 100 times smaller than the eye can see.
4. Easy-breathing comfort: Easier to breathe through and talk through than an ordinary pocket handkerchief.
5. Feather-like weight: Weighs only 1 ounce complete.
6. Simplicity and economy: Only 4 tough, long-wearing inter-locking parts — all washable. Pure latex filter outwears throw-away type more than 100 to 1.

No wonder FLEX-A-FOAM is the one dust respirator workers welcome and WEAR!

Sample only $1.45 postpaid (industrial price only)

FLEX-A-FOAM® DUST MASK

FLEXO Products, Inc. Westlake, Ohio

Mathieson Bicarbonate of Soda

Rely on Mathieson bicarbonate of soda for the highest standards of quality and purity. Choose from the following grades: U.S.P. Powdered and Granular, Miller's Special Regular and Miller's Special No. 2, and Fine—other grades for special requirements. Available from Saltville, Va., and strategically located distributor stocks.

For additional information and samples, write:

Olin Mathieson
Baltimore 3, Maryland

FLOUR PRODUCTION

A Statistical Service Provided Continuously for Readers of The Northwestern Miller for More than Half a Century.

WEEKLY FLOUR PRODUCTION, IN SACKS (CWT.)

Flour production in principal manufacturing areas by mills reporting currently to THE Northwestern MILLER with relationship of production to capacity and to the total estimated output of all mills in the U.S. expressed in percentages:

	Feb. 12-19, 1961	*Previous week	Feb. 14-21, 1960	Feb. 15-22, 1959	Feb. 16-23, 1958
Northwest	820,464	790,857	712,425	734,191	718,219
Southwest	1,646,826	1,698,954	1,502,650	1,357,627	1,322,278
Buffalo	515,829	562,358	486,703	539,842	536,317
Central and Southeast	617,044	661,245	629,058	597,112	567,420
Pacific Coast	456,305	470,382	487,057	468,338	301,316
Totals	4,056,468	4,183,796	3,817,892	3,697,110	3,445,550
Percentage of total U.S. output	79.6	79.6	75	75	75
Estimated total U.S. production	5,096,065	5,256,025			
Accumulated total this month	13,584,425	8,488,360			

*Revised.

	—Percentage of capacity operated in 5-day week—					Crop year flour production ——July 1 to——	
	Feb. 12-19, 1961	Previous week	Feb. 14-21, 1960	Feb. 15-22, 1959	Feb. 16-23, 1958	Feb. 19, 1961	Feb. 21, 1960
Northwest	110	101	98	110	108	24,875,713	24,287,142
Southwest	130	135	116	103	100	49,549,997	49,997,220
Buffalo	97	105	99	114	113	17,304,160	17,442,845
Central and S. E.	96	103	98	105	96	20,772,321	20,841,588
Pacific Coast	95	98	104	149	96	14,613,074	15,337,370
Totals	111	113	105	110	103	127,115,265	127,906,165

NORTHWEST

Minneapolis

	5-day week capacity	Flour output	% capacity
Feb. 12-19	198,500	198,480	100
Previous week	198,500	*215,276	108
Year ago	231,000	203,617	88
Two years ago	237,000	234,080	99
Five-year average			94
Ten-year average			95

*Revised.

Principal interior mills in Minnesota, including Duluth, St. Paul, North Dakota, Montana and Iowa:

	5-day week capacity	Flour output	% capacity
Feb. 12-19	548,575	621,984	113
Previous week	548,575	*575,581	105
Year ago	494,500	508,808	103
Two years ago	430,500	500,111	116
Five-year average			104
Ten-year average			95

*Revised.

CENTRAL AND SOUTHEASTERN

Mills in Illinois, Ohio, Michigan, Wisconsin, Indiana, Kentucky, North Carolina, Tennessee, Virginia, Georgia and eastern Missouri:

	5-day week capacity	Flour output	% capacity
Feb. 12-19	640,200	617,044	96
Previous week	640,200	*661,245	103
Year ago	643,750	629,058	98
Two years ago	570,260	597,112	105
Five-year average			93
Ten-year average			87

*Revised.

SOUTHWEST

Kansas City

	5-day week capacity	Flour output	% capacity
Feb. 12-19	255,250	312,525	122
Previous week	255,250	324,734	127
Year ago	221,750	259,910	117
Two years ago	287,500	248,107	86
Five-year average			106
Ten-year average			97

Representative Mills, Outside of Kansas City (Including Wichita and Salina)

	5-day week capacity	Flour output	% capacity
Feb. 12-19	1,008,854	1,334,301	132
Previous week	1,008,854	*1,374,220	136
Year ago	1,068,800	1,242,740	116
Two years ago	1,032,000	1,109,520	108
Five-year average			106
Ten-year average			98

*Revised.

BUFFALO

	5-day week capacity	Flour output	% capacity
Feb. 12-19	534,500	515,829	97
Previous week	534,500	*562,358	105
Year ago	493,500	486,703	99
Two years ago	475,000	539,842	114
Five-year average			107
Ten-year average			104

*Revised.

PACIFIC COAST

Principal Mills on the Pacific Coast

California, Oregon and Washington Mills

	5-day week capacity	Flour output	% capacity
Feb. 12-19	478,200	456,305	95
Previous week	478,200	*470,382	98
Year ago	466,500	487,057	104
Two years ago	315,000	468,338	149
Five-year average			94
Ten-year average			89

*Revised.

DURUM PRODUCTS OUTPUT

Durum products output of mills reporting to THE Northwestern MILLER, in sacks, based on five-day week:

	5-day week capacity	Wkly. production	% of capacity
Feb. 12-19	167,250	198,672	119
Previous week	167,250	*211,987	108
Year ago	156,500	187,372	120

	Crop year production
July 1, 1960-Feb. 19, 1961	6,247,743
July 1, 1959-Feb. 21, 1960	6,124,194

*Revised.

Canadian Price Adjustments

Price adjustment figures announced by the Canadian Wheat Board and in effect March 1 were as follows: To U.K. and other European destinations via Canadian and U.S. Atlantic ports, also via St. Lawrence, Churchill, Canadian and U.S. Pacific ports, 4⅝¢ bu.; to other countries, excluding U.S. and territories, from Canadian and U.S. Atlantic ports, 15⅛¢ bu.; from St. Lawrence, Churchill, Canadian and U.S. Pacific ports, 15⅝¢ bu. The above adjustment prices apply to wheat milled in Western Canada. For wheat milled in the Bayport area the rate is ½¢ bu. less, while for wheat milled in the Humberstone area and in the Toronto area the rate is 1¢ bu. less. Wheat milled in the Montreal area is 3¢ bu. less.

Production for Feb. 12-19 is at the left; production for Feb. 19-26 appears here

WEEKLY FLOUR PRODUCTION, IN SACKS (CWT.)

Flour production in principal manufacturing areas by mills reporting currently to THE Northwestern MILLER with relationship of production to capacity and to the total estimated output of all mills in the U.S. expressed in percentages:

	Feb. 19-26, 1961	*Previous week	Feb. 21-28, 1960	Feb. 22-Mar. 1, 1959	Feb. 23-Mar. 2, 1958
Northwest	791,978	820,464	674,405	757,661	693,768
Southwest	1,649,936	1,646,826	1,363,333	1,314,925	1,333,990
Buffalo	509,445	515,829	490,789	537,914	598,923
Central and Southeast	623,309	617,044	595,213	579,122	556,662
Pacific Coast	446,021	456,305	398,695	422,600	324,756
Totals	4,020,689	4,056,468	3,522,171	3,612,222	3,508,099
Percentage of total U.S. output	79.6	79.6	75	75	75
Estimated total U.S. production	5,051,117	5,096,065			
Accumulated total this month	18,635,542	13,584,425			

*Revised.

	—Percentage of capacity operated in 5-day week—					Crop year flour production ——July 1 to——	
	Feb. 19-26, 1961	Previous week	Feb. 21-28, 1960	Feb. 22-Mar. 1, 1959	Feb. 23-Mar. 2, 1958	Feb. 26, 1961	Feb. 28, 1960
Northwest	106	110	93	114	104	25,667,691	24,961,283
Southwest	131	130	106	100	101	51,199,933	51,360,553
Buffalo	95	97	99	113	115	17,813,605	17,933,634
Central and S. E.	97	96	92	102	98	21,395,630	21,436,801
Pacific Coast	93	95	85	134	103	15,059,095	15,736,065
Totals	110	111	97	99	105	131,135,954	131,428,336

NORTHWEST

Minneapolis

	5-day week capacity	Flour output	% capacity
Feb. 19-26	198,500	212,911	107
Previous week	198,500	198,480	100
Year ago	221,000	197,405	85
Two years ago	237,000	253,097	107
Five-year average			94
Ten-year average			95

Principal interior mills in Minnesota, including Duluth, St. Paul, North Dakota, Montana and Iowa:

	5-day week capacity	Flour output	% capacity
Feb. 19-26	548,575	579,067	106
Previous week	548,575	621,984	113
Year ago	494,500	476,736	96
Two years ago	430,500	504,564	117
Five-year average			104
Ten-year average			95

CENTRAL AND SOUTHEASTERN

Mills in Illinois, Ohio, Michigan, Wisconsin, Indiana, Kentucky, North Carolina, Tennessee, Virginia, Georgia and eastern Missouri:

	5-day week capacity	Flour output	% capacity
Feb. 19-26	640,200	623,309	97
Previous week	640,200	617,044	96
Year ago	643,750	595,213	92
Two years ago	570,260	579,122	102
Five-year average			93
Ten-year average			87

SOUTHWEST

Kansas City

	5-day week capacity	Flour output	% capacity
Feb. 19-26	255,250	292,412	115
Previous week	255,250	312,525	122
Year ago	221,750	240,620	109
Two years ago	287,500	207,792	72
Five-year average			106
Ten-year average			97

Representative Mills, Outside of Kansas City (Including Wichita and Salina)

	5-day week capacity	Flour output	% capacity
Feb. 19-26	1,008,854	1,357,524	135
Previous week	1,008,854	1,334,301	132
Year ago	1,068,800	1,122,713	105
Two years ago	1,032,000	1,107,133	107
Five-year average			106
Ten-year average			98

BUFFALO

	5-day week capacity	Flour output	% capacity
Feb. 19-26	534,500	509,445	95
Previous week	534,500	515,829	97
Year ago	493,500	490,789	99
Two years ago	475,000	537,914	113
Five-year average			107
Ten-year average			104

Millfeed Production

Mills in the Northwest, Southwest and at Buffalo, representing 75% of the combined flour milling capacities of those areas, reported production of 55,692 tons of millfeed for Feb. 19-26 compared with an output of 47,708 in the corresponding week a year ago. Production for the previous week of Feb. 12-19 was 56,291, compared to 50,983 in the corresponding week of 1960.

PACIFIC COAST

Principal Mills on the Pacific Coast

California, Oregon and Washington Mills

	5-day week capacity	Flour output	% capacity
Feb. 19-26	479,200	446,021	93
Previous week	479,200	456,305	95
Year ago	466,500	398,695	85
Two years ago	315,000	422,600	134
Five-year average			94
Ten-year average			89

DURUM PRODUCTS OUTPUT

Durum products output of mills reporting to THE Northwestern MILLER, in sacks, based on five-day week:

	5-day week capacity	Wkly. production	% of capacity
Feb. 19-26	167,250	229,122	137
Previous week	167,250	198,672	119
Year ago	156,500	193,110	123

	Crop year production
July 1, 1960-Feb. 26, 1961	6,476,865
July 1, 1959-Feb. 28, 1960	6,317,304

FILLS THE BILL

For Timely, Useful Industry Information

The MILLER

TICKER REPORT...

THE NEW YORK STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	1961 High	1961 Low	Feb. 20, 1961 Close	Feb. 27, 1961 Close
Allied Mills, Inc.	42½	32	41⅜	42½
Allis-Chalmers	40	22	27	25⅜
American Bakeries Co.	44⅞	34½	38⅝	37½
American Cyanamid	59⅝	39¾	45¼	44¾
Archer-Daniels-Midland Co.	40¾	30⅝	39	40½
Borden	67¾	40¼	60¾	61⅝
Continental Baking Co.	54¾	37½	54	53¼
Pfd. $5.50	107	100½	105½	105¼
Corn Products Refining Co.	86	46½	84¾	86
Cream of Wheat	39⅝	31½	39	39⅜
Crown Zellerbach Corp.	57	39¾	54¾	56½
Pfd. $4.20	95	86	91¼	92
Dow Chemical	99⅝	70⅛	73⅞	74⅞
General Baking Co.	12⅜	7⅛	8	8¼
General Foods Corp.	77¼	61½	73½	75¼
General Mills, Inc.	37	23⅞	35⅞	36½
Merck & Co.	96½	73	84⅛	87
Monsanto Chemical Co.	57⅞	35½	49¼	50
National Biscuit Co.	78¼	49¾	76¾	77
Pfizer, Chas.	38½	26⅜	35	34⅝
Pillsbury Co.	52	31⅝	50¼	49½
Procter & Gamble	151½	81¾	147	149¾
Quaker Oats Co.	63¾	42	58¾	60½
Pfd. $6	137	125½	135	135
St. Regis Paper Co.	55½	30¾	39½	49¾
Standard Brands, Inc.	57⅝	35⅛	54½	56⅛
Sterling Drug	80¼	44½	77⅛	80¼
Sunshine Biscuits, Inc.	112½	85	109	112½
United Biscuit of America	43¾	24	42½	43¼
Ward Baking Co.	15¾	9½	11⅜	11
Pfd. $5.50	89½	81⅝	....	86
West Virginia Pulp & Paper Co.	56¾	30⅛	38¾	39½

Stocks not traded:

	Bid	Asked
Allis-Chalmers, $3.25 Pfd.	105	108
Corn Products Refining Co., $7 Pfd.	89	91
General Baking Co., $8 Pfd.	138½	139½
General Mills, Inc., 5% Pfd.	110	110½
National Biscuit Co., $7 Pfd.	153½	154
Pfizer, Chas., Pfd.	102⅝	104
Pillsbury Co., $4 Pfd.	95	95½
St. Regis Paper Co., $4.40 Pfd.	94	96
West Virginia Pulp & Paper Co., Pfd.	96	97

THE AMERICAN STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the American Stock Exchange:

	1961 High	1961 Low	Feb. 20, 1961 Close	Feb. 27, 1961 Close
Burry Biscuit Corp.	29⅞	7¼	27½	29
Horn & Hardart Corp. of N.Y.	53	32½	42¾	43
Wagner Baking Co.	10¾	3	7⅛	9

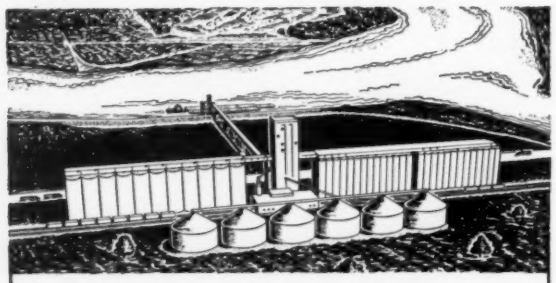
Stocks not traded:

	Bid	Asked
Horn & Hardart Corp. of N.Y., $5 Pfd.	96	98
Wagner Baking Co., Pfd.	82	84½

CANADIAN STOCKS

	1961 High	1961 Low	Feb. 17, 1961 Close	Feb. 24, 1961 Close
Canada Bread	4.25	3.35	3.85	3.80
Pfd. B	52	48	50	50
Can. Bakeries	8½	4	7½	6
Can. Food Prod.	7.00	3.10	6.50	6.25
1st Pfd.	50	44	48⅜	48⅛
2nd Pfd.	50	33	44	45¾
Catelli Food, A	41	38	39	38
Cons. Bakeries	9	7	7¼	7¼
Dover Ind.	13½	11	*10¾	11¾
Pfd.	10	9	9⅝	9½
Federal Grain	50	39	49	49
Pfd.	28	25½	27¼	28
Gen. Bakeries	9	6⅞	8¼	7½
Maple Leaf Mlg.	17⅞	11¼	16½	16
Pfd.	99½	85	97	99½
McCabe Grain	33	26	33	32
Ogilvie Flour	51	40	50¾	51
Pfd.	145	125	137	138
Std. Brands	39½	37¼	39½	....
Toronto Elevators	13	9	12	11¼
United Grain	15⅞	15½	15¾	15½
Weston, G., A	47¼	29	45	47¼
B	50	28½	47⅞	50
Pfd. 4½%	93½	82	90¾	93½

*Less than board lot.



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BAltimore 1-1212

MARKET QUOTATIONS AT A GLANCE

FLOUR

March 1 Quotations, Based on Carlots, Prompt Delivery

	Kansas City Hard winter	Minneapolis Spring	Buffalo Spring	Chicago	New York	Seattle
Bakery short patent	$5.15@5.25	$5.58@5.68	$6.14@6.16	$...@...	$...@...	$...@...
Bakery standard patent	5.05@5.15	5.48@5.58	6.04@6.06	...@...	...@...	...@...
First clear	4.25@4.30	4.90@5.20	4.95@5.35	...@...	...@...	...@...
High gluten	5.40@5.50	5.83@5.93	6.38@6.41	...@...	...@...	...@...
*Family	6.15@7.20	...@7.20	6.90@7.20	...@...	...@...	...@8.00
*Bakers fancy cake	...@...	...@...	...@...	...@...	...@8.00	...@...
**Straight grade cracker flour	...@...	...@...	...@...	...@...	...@...	...@...
*Pastry	...@...	...@...	...@...	...@...	...@...	...@5.61
Rye, white	...@...	4.08@4.18	...@...	4.37@4.47	...@...	...@...
Rye, medium	...@...	3.98@4.08	...@...	4.27@4.37	...@...	...@...
Rye, dark	...@...	3.33@3.43	...@...	3.62@3.72	...@...	...@...
Semolina	...@...	...@5.95	...@...	...@...	...@...	...@...

	Toronto	Winnipeg
*Spring top patent	$6.30@6.35	$6.25@6.45
**Bakers	5.00@5.15	4.75@4.95

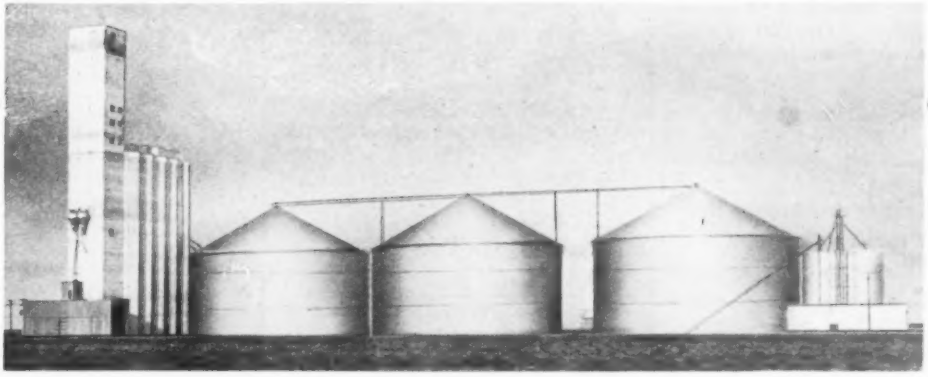
MILLFEED

March 1 Quotations, Based on Carlots, Prompt Delivery

	Minneapolis		Kansas City		Chicago		Seattle	
	Sacked	Bulk	Sacked	Bulk	Sacked	Bulk	Sacked	Bulk
Bran	$42.50@43.50	$37.50@38.50	$36.50@37.00	$30.50@31.00	$44.00@45.00	$38.00@39.00	$....@....	$....@....
Std. midds.	39.00@40.50	33.00@34.50	....@....	29.00@29.50	44.00@45.00	38.00@39.00	....@....	....@....
Red dog	44.00@45.00	....@....	....@....	....@....	48.00@48.50	....@....	....@52.00	....@48.00
Shorts	....@....	....@....	34.00@34.50	29.00@29.50	....@....	....@....	....@....	....@....
Millrun	....@....	....@....	....@....	....@....	....@....	....@....	....@44.00	....@40.00

	Bran	Shorts	Middlings
Toronto	$57.00@59.00	$58.00@60.00	$62.00@63.00
Winnipeg	43.00@44.00	44.00@45.00	45.00@46.00

*Flour prices 100 lb. cottons.
**Flour prices 100 lb. papers.



J-T Elevator Co.

Serving the Milling and Grain Industries and Export Trade

JAMESTOWN • NORTH DAKOTA

3 Million Bushels
Federally Licensed
Rail or Truck Handling

OLIVER E. COLLISON
Manager
Post Office Box 1058
Phone: CLinton 2-0061

Fast Service on Grain
Storage—for Government
Loan or Private Account

LEADING FLOUR IMPORTERS ABROAD

Many of the firms appearing in this list are available to handle the importation of other products besides flour. Some specialize additionally in cereals, some in bakers' sundries and others in feed grains and ingredients. Most of them have connections in adjacent countries and are equipped to handle both import and export business on an extensive basis. For a list of recommended firms dealing in specific commodities or in specific countries write to THE Northwestern MILLER, P.O. Box No. 67, Minneapolis 40, Minn., U.S.A.

ENGLAND

H. Cohen & Co., Ltd.
Hambro House, Vintners' Place
LONDON, E.C. 4
Cable Address: Bortrite, London

Mardorf, Peach & Co., Ltd.
52, Mark Lane LONDON, E.C. 3
Cable Address: "Dorfeach," London

Vaughan Thomas & Co., Ltd.
The Corn Exchange Building
52/57 Mark Lane LONDON, E.C. 3
Cable Address: "Avaumas," London

GERMANY

Einfuhrhandel Mannheim
Hans Werle
MANNHEIM/GERMANY, E2., 1-3
Cable Address: "Einfuhr" Telex 0463270

DENMARK

Brodr. Justesen
COPENHAGEN
Cable Address: "Justesens," Copenhagen

SCOTLAND

Farquhar Brothers
50 Wellington Street GLASGOW,C.2
Cable Address: "Glencairn," Glasgow

McConnell & Reid, Ltd.
19 Waterloo St. GLASGOW
Cable Address: "Marvel," Glasgow

D. T. Russell & Baird, Ltd.
106 Hope Street GLASGOW,C.2

HOLLAND

Bulsing & Heslenfeld N. V.
Established 1885
Damrak 20-22
AMSTERDAM (C)
Cable Address: "Heslenfeld," Amsterdam

STOLP & CO., LTD.
47-48 Damrak AMSTERDAM
Cable Address: "Cleo"

Gebrs. Van Den Bergh's N. V.
ROTTERDAM
Cables: Locomotion Rotterdam

N. V.
Algemeene Handel-en Industrie Maatschappy
"MEELUNIE"
Heerengracht 209 AMSTERDAM

N. V. Agentuur & Commissiehandel
v/h P. C. Vis & Co.
AMSTERDAM
Cable Address: "Visco"

Luchsinger, Meurs & Co.'s
Handelsmaatschappij, N.V.
AMSTERDAM—C.
Cable Address: "Matluch"

M. WITSENBURG JR. N. V.
Postbox 945 AMSTERDAM C.
Cable Address: "Witburg"

GRIPPELING & VERKLEY N. V.
Flour Specialists Since 1889
AMSTERDAM
Cable Address: Bygrip, Amsterdam

Millers in 44 Overseas Nations Read Every Issue of the Miller

CANADIAN COMMENTARY

Milling Executives To McGavin Board

Senior officers of Maple Leaf Milling Co. and Ogilvie Flour Mills Co. will jointly help direct affairs of new Vancouver firm, McGavin ToastMaster Ltd. New company consolidates operations of three existing McGavin firms, McGavin Bakeries, Ltd.; McGavin, Ltd. (Edmonton), and McGavin, Ltd. (Vancouver), plus Canadian Bakeries, Ltd., Vancouver, and Winnipeg and Fort William operations of Canada Bread Co. Both Canadian Bakeries and Canada Bread are now controlled by Maple Leaf.

Maple Leaf's representatives on the 10-man board of McGavin ToastMaster will be: **D. A. Ross**, vice chairman, who is president and director of the two Maple Leaf subsidiaries; **C. E. Soward**, president of Maple Leaf and director of both subsidiaries; **G. M. MacLachlan**, executive vice president of Maple Leaf and director of Canada Bread; **J. D. Leitch**, director of Maple Leaf and the two subsidiaries, and **E. E. Buckerfield**, director of Maple Leaf and of Canadian Bakeries. Other five directors will be joint nominees of the McGavin companies, including: **Arthur Atkins**, president of Ogilvie and a director of McGavin and several other companies; **J. W. Tait**, senior vice president and treasurer of Ogilvie. Completing the McGavin board will be **James McGavin**, chairman; **Allan M. McGavin**, president and general manager, and **Stuart Johnstone**, vice president, finance.

Interim Payment To Wheat Growers

An interim payment on wheat delivered in the 1959-60 crop year is in process of distribution to producers in all three prairie provinces. It is 10¢ bu. on 1959-60 wheat pool account, meaning distribution to producers of approximately $37,744,000 on some 377,438,000 bu. There was no indication when final payment on wheat for the 1959-60 pool would be announced.

Extended Shipping Season Urged

Officials of the Hudson Bay Route Assn. are pressing for extended shipping season and increased export volume (particularly in wheat) from port of Churchill. **J. S. Woodward** and **J. F. Gray**, president and secretary, respectively, of HBRA, have tried to convince federal cabinet the port is capable of greater volume of business than it now handles. One plan proposed by the two men was that grain shipped out of Churchill be stored in Newfoundland, then shipped throughout winter months to overseas ports.

Proposed Legislation On Bread Imports

Proposed legislation aimed at stopping imports of low-priced, duty free Canadian bread into U.S. border states causes little alarm for Canadian bakers. Sales to U.S. are insignificant compared with total production. Bakers themselves do not do the exporting, they say. U.S. jobbers buy it in Canada and sell in New York, Vermont, Maine and Michigan. The problem is the 24 oz. Canadian loaf which sells for the same price as the U.S. 16 oz. loaf. U.S. bakers say traffic amounts to a million loaves a month. «

Fort Garry Milling

Company Limited

MILL AT SASKATOON, SASK., CANADA

SALES OFFICE
BOX 8505
MONTREAL, CANADA

Cable Address: "FORTGARRY"
Codes: Bentley's—Riverside

OGILVIE CANADA'S LEADING MILLERS

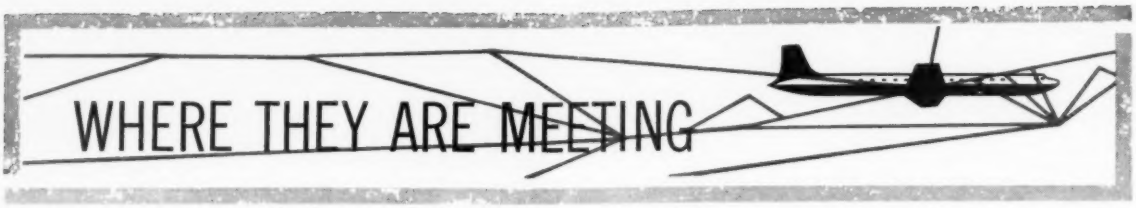
OGILVIE has provided milling leadership in Canada for more than a century and half.

Today, from its plants and offices all across Canada, Ogilvie produces and sells an astonishing variety of products.

MANUFACTURERS OF: *Ogilvie* All Purpose, Whole Wheat, Graham Flours—*Ogilvie* Cake Mixes, Hot Roll Mix, Pie Crust Mix—*Ogilvie* Instant & Quick Cooking Oats, Scotch Oatmeal, Wheat Hearts, Rolled Wheat, Vita-B Cereal, Cracked Wheat—*Ogilvie* Tonic Wheat Germ, Corn Meal, All Purpose Health Bran—*Ogilvie* Pot and Pearl Barley.

THE OGILVIE FLOUR MILLS CO. LIMITED

Mills at: Montreal • Fort William • Winnipeg • Medicine Hat • Edmonton *Cable Address:* OGILVIE MONTREAL—all codes used



March

March 6-9—American Society of Bakery Engineers, annual meeting; Edgewater Beach Hotel, Chicago, Ill.; sec., Victor E. Marx, Rm. 1354 LaSalle Wacker Bldg., 121 W. Wacker Drive, Chicago 1.

March 8-9—Nebraska Grain & Feed Dealers Assn., annual convention; Sheraton-Fontenelle Hotel, Omaha, Neb.; sec., Howard W. Elm, Trust Building, Lincoln, Neb.

March 10—District 7, Association of Operative Millers, Biltmore Hotel, Oklahoma City, Okla.; sec., Harry H. Stark, Ross Machine & Mill Supply Co., Oklahoma City.

March 17-18—Districts 3 and 6, Association of Operative Millers; Hayes Hotel, Jackson, Mich.; secs., Dist. 3, Hollis Maun, Jr., M. M. C. Sales Corp., Dover, Ohio; Dist. 6, Oscar Nelson, King Milling Co., Lowell, Mich.

April

April 4—Allied Trades of the Baking Industry Div. 4, annual assembly. Abraham Lincoln Hotel, Reading, Pennsylvania; sec., Vernon N. Bush, 330 Bern St., Reading, Pa.

April 7-8—Districts 1 and 2, Association of Operative Millers, joint meeting; Manhattan, Kansas; contact Prof. E. P. Farrell, Kansas State University, Manhattan, Kansas.

April 9-12—Oklahoma-Arkansas Bakers, annual convention; Western Hills Lodge, Wagoner, Oklahoma; sec., Jno. C. Summers, Oklahoma State Tech., Okmulgee, Oklahoma.

April 9-13—American Association of Cereal Chemists, annual convention; Baker Hotel, Dallas, Texas; sec., Ray Tarleton, 1955 University Ave., St. Paul 4, Minn.

April 10-12—Pacific Northwest Bakers Conference; Multnomah Hotel, Portland, Ore.; sec.-mgr., Roger Williams, P.O. Box 486, Salem, Ore.

April 13-15—Southern Bakers Assn., 47th annual convention; Palm Beach Biltmore Hotel, Palm Beach, Fla.; sec., Benson L. Skelton, Henry Grady Bldg., 26 Cain St. N.W., Atlanta 3, Ga.

April 16-18—Texas Bakers Assn., annual convention; Granada Hotel and Inn, San Antonio, Texas; sec., Guy J. Lichlyter, 1121 National Bldg., Dallas 1, Texas.

April 16-19—Associated Retail Bakers of America, annual convention; Hotel Sherman, Chicago, Ill.; sec., Miss Trudy Schurr, 731-35 W. Sheridan Rd., Chicago.

April 22-23 — South Dakota Bakers Assn., annual convention; Sioux Falls, S.D.; sec., Paul Scholder, 1317 Leavenworth St., Omaha, Neb.

April 23—Indiana Bakers Assn., annual convention; Van Orman Hotel, Ft. Wayne, Ind.; sec., Ferd A. Doll, 1941 E. 30th St., Indianapolis 18, Ind.

April 23-26—Millers National Federation, annual convention; Shoreham Hotel, Washington, D.C.; sec., John Sherlock, MNF, 309 W. Jackson Blvd., Chicago 6.

April 23-28—Grain Elevator & Processing Superintendents, annual convention; Baker Hotel, Hutchinson, Kansas; sec. Dean M. Clark, 1115 Board of Trade Bldg., Chicago 4.

May

May 8-9—Minnesota Bakers Assn., annual convention; Hotel Radisson, Minneapolis, Minn.; sec., James M. Long, 623 14th Ave. S.E., Minneapolis.

May 9—New England Bakers Assn., spring meeting; Sheraton-Plaza Hotel, Boston, Mass.; sec., William E. Bowman, 945 Great Plain Ave., Room 9, Needham 92, Mass.

May 20-21—Iowa Bakers Assn., annual

CALENDAR FOR 1961-62

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QUALITY UNIFORMLY MAINTAINED SINCE 1887

Lake of the Woods Milling Co. Limited

Cable Address
"HASTINGS"
Montreal

ALL
CABLE CODES
USED

Makers of CANADIAN HARD SPRING WHEAT *Flour*

Mills at
Montreal, Keewatin, Winnipeg, Medicine Hat

HEAD OFFICE: MONTREAL WESTERN OFFICE: WINNIPEG

convention; Des Moines Hotel, Des Moines, Iowa; sec., Earl F. Weaver, 6416 Colby Ave., Des Moines 11, Iowa.

May 20-22—Rocky Mountain Bakers Assn., annual convention; Continental Denver Motor Hotel, Denver, Colo.; sec., Fred Linsenmaier, Box 871, Denver 1.

May 22-25—Association of Operative Millers, annual technical conference and trade show, Hotel Pick-Nicollet, Minneapolis, Minn.; sec., Donald S. Eber, 639 Board of Trade Bldg., Kansas City, Mo.

May 26-28—National Association of Flour Distributors, annual convention; Hilton Hotel, Pittsburgh, Pa.; sec., Philip W. Orth, Jr., Ph. Orth Co., 304 E. Florida St., Milwaukee 4, Wis.

June

June 4-6—New York State Association of Manufacturing Retail Bakers, annual convention; Westchester Town House, Yonkers, N.Y.; sec., Frank E. Englert, 135 Primrose Drive, New Hyde Park, N.Y.

June 4-6—The National Council of the Baking Industry, annual conference; Royal York Hotel, Toronto, Ont., Canada; managing director, R. H. Ackert, 4 N. Sherbourne St., Suite 105, Toronto 5, Ont., Canada.

June 10-12—Bakers Association of the Carolinas, annual convention; Ocean Forest Hotel, Myrtle Beach, South Carolina; sec., Mary E. Stanley, P.O. Box 175, Rockingham, S.C.

June 25-27—New Hampshire-Vermont Bakers Assn., annual meeting; Wentworth Hall, Jackson, N.H.; sec., Calvin Gaebel, 214 Harvard St., Boston 34, Mass.

July

July 13-17—Bakery Equipment Manufacturers Assn., annual meeting; Bedford Springs Hotel, Bedford Springs, Pa.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

July 16-19—West Virginia Bakers Assn., 1961 convention; the Greenbrier Hotel, White Sulphur Springs, W.Va.; sec., Mrs. Edward R. Johnson, 611 Pennsylvania Ave., Charleston 2, W.Va.

September

Sept. 17-18—Wisconsin Bakers Assn., annual convention; Plankinton House, Milwaukee, Wis.; sec., Fred H. Laufenburg, 6173 Plankinton Bldg., 161 W. Wisconsin Ave., Milwaukee 3.

Sept. 17-19—Southern Bakers Assn., annual production conference; Dinkler Plaza Hotel, Atlanta, Ga.; sec., Benson L. Skelton, Henry Grady Bldg., 26 Cain St., N.W., Atlanta 3, Ga.

October

Oct. 7-12—1961 Baking Industry Exposition; Convention Hall, Atlantic City, N.J.; sec.-treas., Harold Fiedler, 20 N Wacker Drive, Chicago 6, Ill.

Oct. 14—District 6, Association of Operative Millers; Frankenmuth, Mich.; sec., Oscar Nelson, King Milling Co., Lowell, Mich.

November

Nov. 13-14—Washington Association of Wheat Growers, annual convention; Walla Walla, Washington; sec., Geo. W. Johnson, Ritzville, Wash.

Nov. 13-14—New England Bakers Assn., fall convention; Sheraton-Plaza Hotel, Boston, Mass.; sec., William E. Bowman, 945 Great Plain Ave., Room 9, Needham 92, Mass.

1962

January

Jan. 28-30 — Potomac States Bakers Assn., annual convention; Lord Baltimore Hotel, Baltimore, Md.; sec., Edwin C. Muhly, 1126 Mathieson Bldg., Baltimore 2, Md.

New York Section, AACC, Hears Talk On Essential Oils

Dr. Ernest Guenther, vice president and technical director of Fritzsche Bros., Inc., discussed production and extraction methods of essential oils and the use and application of these aromatic substances by the food and other industries before the February meeting of the New York Section, American Association of Cereal Chemists.

A film accompanied the talk, depicting a trip Dr. Guenther made to South America to investigate production of essential oils, in which he traveled sometimes under hazardous conditions to isolated areas. In his presentation Dr. Guenther emphasized the importance of establishing a convenient source of supply of essential oil producers in South America.

Stanley A. Bobrowski, Jr., Anheuser-Busch, Inc., is program chairman for the New York Section.

E. Everett MacDonough, Sterwin Chemicals, Inc., was admitted to membership at the meeting, which was held at the Brass Rail Restaurant.

Members of the group observed ladies' night at their February meeting, with a welcome extended by William J. Simcox, Distillation Products Industries, chairman.

The section will be convened for its next dinner meeting March 14, at which time the speaker will be Franklin M. Depew, president of the Food Law Institute, Inc. He will speak on "Food Additives—Where are We Now?" covering current developments in food legislation. «

Maple Leaf Milling Co. Limited.

CABLE ADDRESS "MAPLEFLOUR"

TORONTO, ONTARIO

Canada's Finest Quality Flours Milled From Manitoba Hard Spring Wheats

MILLS & FEED PLANTS LOCATED—

Montreal • Toronto • Goderich • Quebec City

Winnipeg • Medicine Hat • Calgary • New Westminster

John Hageman, sales representative for Richardson Scale Co. in the Buffalo area, has retired from active company service. His successor is

John Hageman

Kenneth Kardux

Kenneth Kardux, who will cover the Toronto district in addition to western New York. Mr. Hageman will continue to serve as sales consultant for Richardson in the Buffalo-Toronto area. Mr. Kardux has been New York district manager for Richardson since Jan. 1, 1960. He began his career with the company as sales engineer, then became district manager for eastern New York.

●

S. Howes Co., Silver Creek, N.Y., has established a new position, that of director of sales engineering. To handle the position it has appointed **Raymond L. Wotton,** who brings a lengthy background in engineering, design and product development. He has attended Wayne University, Detroit, the University of Miami, North Carolina State College, and Appalachian State Teachers College, Boone, N.C. Before joining S. Howes, Mr. Wotton served seven years as assistant to the chief engineer at Aeroglide Corp., Raleigh, N.C., and prior to that was associated with General Air Conditioning Co. in Raleigh, and with Wallace & Tiernan, Inc., Newark, N.J., in engineering capacities. Commenting on the new position, **Alexis C. Barbeau, Jr.,** president of S. Howes, pointed out that it means closer relationship between design, engineering, production and sales personnel which will benefit all current and future users of the firm's equipment. He stressed the fact that Mr. Wotton will be of high value in providing customers with engineering assistance on every phase of their operations.

R. L. Wotton

●

Walter Storch, who has been with MIAG Northamerica, Inc., in Minneapolis the past year, becomes the firm's district representative at Pittsburgh, covering the eastern and southeastern states. Mr. Storch spent many years with MIAG of Brunswick, Germany, and is a graduate of the German School of Milling. He spent several years on company assignments in Japan and Korea, also. His assignment in the East follows previous expansion of the firm by appointment of district representatives in Wichita, Kansas, and Oakland, Cal.

Walter Storch

●

It's "back to Chicago" for **Ralph H. Brown,** who has been out of the community for quite a number of years. He returns to take over as Chicago manager for the Louis Dreyfus Corp. Mr. Brown has been a member of the Chicago Board of Trade for a long period of time. He spent a couple of years with the Office of Price Administration. When OPA was discontinued at the end of World War II he returned to a post as vice president of Early & Daniel Co. Since 1953 he has been vice president and general manager for the Cleveland Grain Co., Indianapolis.

Ralph H. Brown

●

Bemis Bro. Bag Co. has brought some of its key executives into positions of greater responsibility, reports **Judson Bemis,** president. **B. L. Willmore,** vice president and director of procurement and materials, has been elected to the board of directors. **A. F. G. Raikes,** director of eastern operations, and **E. C. Whitmore,** director of product planning, have been elected vice presidents. Mr. Willmore joined Bemis in 1946 as price economist in the general sales department, St. Louis. He served as supervisor of pricing, head of the sales economics section, and in 1958 was elected assistant secretary of the company. He was elected vice president and director of procurement and materials in February, 1960. Mr. Raikes joined Bemis as a sales representative in 1938. He has served as assistant to the director of sales, assistant director of sales, and as manager of the New York general sales division. He was named director of eastern operations in 1959. Mr. Whitmore joined Bemis three years ago as director of product planning. Previously he was with Textron, Inc., where he served as assistant to the president, executive vice president of the Atlantic Parachute Division, president of Textron Puerto Rico, and president of the Ryan Industries Division. All three men will continue in their present positions.

B. L. Willmore

A. F. G. Raikes

E. C. Whitmore

●

Doyle L. Chambers has been named sales supervisor of consumer products for Burrus Mills, Inc. He will cover Arkansas, northern Louisiana and all of Texas except the Houston-Gulf Coast area.

●

The board of managers for the New York Produce Exchange has elected

Ben H. Nordemann, Continental Grain Co., to membership in the exchange.

●

The board of directors of American Bakeries Co., Chicago, has selected **Desmond H. O'Connell,** vice president and director of the company, as executive vice president. A resident of Winnetka, Ill., Mr. O'Connell has had considerable experience in labor relations. He joined American at Chicago in 1959 as director of industrial relations. He is a graduate of the U.S. military academy at West Point, N.Y.

●

Donald N. Anderson, formerly of Worcester, Mass., becomes bread production engineer for the four bakeries of Colonial Stores, Inc., with headquarters at Atlanta.

●

Herbert G. Pankow and **Leo V. Quitberg** have been appointed assistant engineers in the chemical processing and food machinery section of Allis-Chalmers Manufacturing Co.'s processing machinery department. Both are graduate mechanical engineers, Mr. Pankow from North Dakota State University, and Mr. Quitberg from Kansas University. They recently completed Allis-Chalmers' training course for graduate engineers.

●

Edward L. Snodgrass has been approved for membership in the St. Louis Merchants Exchange, serving as a representative of Toberman Grain Co.

Canada:

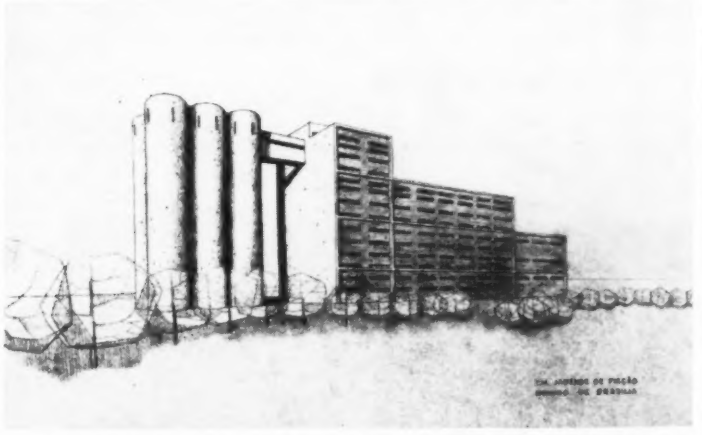
Peter M. Laing, Montreal attorney, has been elected a director of Ogilvie Flour Mills Co., Ltd. Mr. Laing is a member of the law firm of Macklair, Chisholm, Smith, Davis, Anglin & Laing; a director of the Montreal Star and Montreal Standard Publishing Co., Ltd., among other firms. He is a governor of McGill University and a member of the Sir George Etienne Cartier Corp.

●

England:

Leslie Smith, technical director of the flour milling division of Thomas Robinson & Son, Ltd., Rochdale, has resigned from the board of the company. He will, however, continue in a consultative capacity. Mr. Smith joined Robinson in 1938 as technical director after nearly 20 years of service with Joseph Rank, Ltd. He served his flour milling apprenticeship at the Gloucester mill of J. Reynolds & Co., Ltd., and served in the Army during World War I. Following the war he joined the Rank organization and was appointed assistant manager at Premier Mills, London. Later, he transferred to Barry Mills. Prior to joining Thomas Robinson he was technical manager to Joseph Rank, Ltd., for the organization's North West mills. «

Leslie Smith



A FLOUR MILL will be constructed as one of the primary installations in Brasilia, the new capital of Brazil. To be equipped and set up by Buhler Bros., Uzwil, Switzerland, the mill, as shown in this artist's sketch, will have a rated capacity of 100 tons of wheat in 24 hr. or approximately 1,700 cwt. flour. Owners are Cia. Jauense de Fiacao Moinho de Brasilia.

CLASSIFIED DEPARTMENT

Advertisements in this department are 20¢ per word; minimum charge, $3.00. (Count six words for signature.) Add 25¢ per insertion for forwarding of replies if keyed to office of publication. Situations Wanted advertisements will be accepted for 15¢ per word, $2.25 minimum. Add 25¢ per insertion for keyed replies. Display Want Ads $20 per inch per insertion. All Want Ads cash with order.

◆ ◆ ◆

MISCELLANEOUS

WANTED—SUGAR, SYRUP, STARCH, FLOUR, cocoa, chocolate, etc., surplus, off-grade or damaged. Kaufholz & Co., Suite L, Lansdowne Theater Building, Lansdowne, Pa.

HELP WANTED

WANTED — SUPERINTENDENT FOR MIDWEST mill. Hard wheat milling experience preferred. Furnish complete data, including education, personal information, experience and salary required. Address Ad No. 6691, THE Northwestern MILLER, Minneapolis 40, Minn.

MACHINERY FOR SALE

NEW PNEU-FLOW SYSTEM BY SPROUT, WALdron and Company. System moves dry powdered materials (feed ingredients, premixes, flour, chemicals, etc.) quickly and easily. Saves labor, speeds production. System for sale will move feed premixes, for example, at an estimated capacity of from 6,000 lb. to 8,000 lb. per hour with a maximum lift of 25 ft. and a maximum run of 20 ft. with two 90 degree elbows in the conveying line. System is complete and ready for installation. Equipment includes air compressor, power pump, piping and fittings, all necessary parts, engineering list, installation drawings, bulletin on blower, wiring diagrams, assembly of dust collector and assembly of Pneu-Flow system. Equipment is new and is still in original shipping crate. May be seen at 3477 North Hovey, Indianapolis 18, Ind. Specifide, Inc., P.O. Box 55263, Indianapolis, Ind.

HELP WANTED

BAKERS

Product development work in a rapidly expanding product line has created opportunities in Research and Development and Technical Service in the Bakery Products Division of a major supplier of wholesale and retail bakeries.

Formulation

Work in modern laboratory in a Midwestern plant location. Opportunity to apply technical know-how and baking skill in new product development and formulation. Applicants should be between the ages of 25 and 35 with minimum of five years' practical experience in both large and small shop operation. AIB, Dunwoody training or equivalent is required.

Technical Servicemen

Prepare for challenging technical service responsibilities in Midwestern test bakery after approximately one year of orientation in products and techniques. Assume broad technical service responsibilities in conjunction with field sales. Candidates should be between 25 and 35 years of age, with a minimum of five years' shop experience with AIB, Dunwoody, or equivalent training.

ALL RESPONSES WILL BE HANDLED IN COMPLETE CONFIDENCE. SEND DETAILED RESUME OF EXPERIENCE TO:

Ad No. 6680, THE Northwestern MILLER Minneapolis 40, Minn.

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GRIST of GRINS

A proud father was talking to his son recently graduated from college. The father, not a college man, was interested in the many phases of higher education. "And what was the toughest thing you had to learn?" he asked.

"How to uncap a beer bottle with a quarter," replied his learned son.

●

"What's the matter," yelled the pedestrian at the driver, "are you blind?"

"Blind? I hit ya, didn't I?"

●

Office-Boy (nervously): "Please, sir, I think you're wanted on the phone."

Employer: "You think! What's the good of thinking?"

"Well, sir, the voice at the other end said, 'Hello, is that you, you old idiot?' "

●

The Sunday school class was composed of two-year-olds. The teacher was reviewing last Sunday's lessons. She asked: "Do any of you remember who St. Matthew was?" There was silence. "Well, does anyone remember who St. Mark was?" Still there was no answer. "Surely some of you must remember who Peter was!" The little faces were full of interest, but the room remained quiet. Finally a tiny voice from the back of the room: "I fink he was a wabbit."

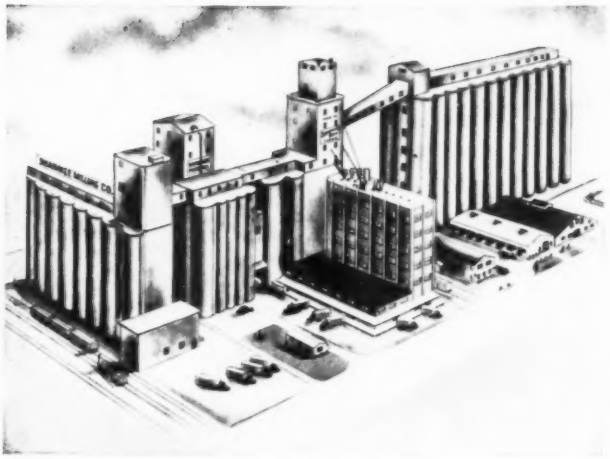
●

A little tot, in church for the first time, watched the ushers pass the collection plates. When they neared the pew, he piped up so everyone could hear—"Don't pay for me, Daddy; I'm under five."

●

A wise guy said to the bus driver the other morning: "Well, Noah, you've got here at last. Is the ark full?"

Bus driver: "No, we need one more monkey. Come on in."



▲ Shawnee Milling Co., Shawnee, Oklahoma
5,100 sacks wheat flour; 1,200 sacks corn meal
250 tons mixed feed; mill elevator storage 2,500,000 bu.

▲ Okeene Milling Co., Okeene, Oklahoma
2,200 sacks wheat flour;
Mill elevator storage 650,000 bu.

SHAWNEE MILLING COMPANY SCALPS MILLING COSTS

With W&T Flour Treatment

At Shawnee Milling, mill managers control some of their costs with dependable Wallace & Tiernan equipment and processes. They know that quality, cost, and good running time go hand in hand—that they can depend upon W&T to keep its bleaching and maturing processes running—that stoppages won't turn flour into the "dirty" bin for costly reblending.

And Shawnee uses W&T's flour treatment not only for dependability but for performance:

- Dyox® for fresh, sharp chlorine dioxide gas, made as it is used... precisely metered as a gas not a liquid.
- Novadelox® for best color removal, ease of application, consistent results.
- Beta Chlora® machines for pinpoint pH control with one, easily-read setting.

Shawnee Milling Company is only one of the many milling companies using W&T flour treatment. If your mill is not one of these investigate the advantages of Wallace & Tiernan's complete flour service.

▲ Dyox machine for making and metering chlorine dioxide gas. The gas is immediatel available without waste.

▲ Novadelox feeders with blowing arrangement. Note drum of Novadelox bleach in foreground.

NOVADEL FLOUR SERVICE DIVISION
WALLACE & TIERNAN INCORPORATED
25 MAIN STREET, BELLEVILLE 9, NEW JERSEY
REPRESENTATIVES IN PRINCIPAL CITIES

N-117.64

The quiet miracle that enriches every life

The Enrichment of flour, bread and bakery products, a program which began 20 years ago, has contributed much to the buoyant health and the physical and mental vigor of our country. And because it has, this child and her fellow Americans can look forward to a healthier, happier future. We're proud of the part that the millers and bakers of America have played in the development of Enrichment. On this 20th anniversary, we salute the quiet miracle.

Good eating will always begin with bread

BAKERY SALES SERVICE
Minneapolis 26, Minnesota

General Mills

20 YEARS ENRICHMENT "The Quiet Miracle"

AMERICAN INSTITUTE OF BAKING (AIB)